

广告学专业辅修培养方案

Undergraduate Program of Advertising Minor

一、培养目标 Objectives

本专业旨在培养既有宽广科学文化知识与较全面的广告理论及技能，又具备较强的社会活动能力及敏锐的经济头脑与市场眼光的高层次广告人才。本专业毕业生应具有基础宽厚、适应面广、动手能力强、富有创造活力的特点。能在媒体及企业进行广告策划创意、广告市场调查、文案及形象策划、宣传及视觉传达等工作。

This major aims to cultivate high-level advertising talents with broad scientific and cultural knowledge who has comprehensive advertising theory and skills, strong social activity ability, sharp economic mind and market vision. Graduates of this major should have the characteristics of broad foundation, wide adaptability, strong practical ability and creative vitality. Able to carry out creative advertising planning, advertising market research, copywriting and image planning, publicity and visual communication work in media and enterprises.

二、培养要求 Requirement

(1) 知识结构要求:

具有系统的广告学、传播学的基础知识，具有良好的人文社会科学知识以及一定的市场营销与管理科学知识。

系统地掌握广告学专业的基础理论和专业知识，在广告传播领域得到广告创意、表现与策划方面的基本训练，具有本专业技术领域的较宽广的知识结构，了解本学科范围内新媒体、广告、传播、营销的前沿发展现状和趋势。

了解国家制定的有关本专业广告与传播领域相关职业和行业的政策与基本法律、法规，了解广告业经济和企业管理方面的知识。

(2) 能力结构要求:

掌握文献检索、资料查询及运用现代信息技术获取相关信息的能力，对终身学习有正确认识，具有不断学习和适应发展的能力。

具备较强的创新意识和实践动手能力，熟练的计算机应用能力，具有综合运用理论知识、技术手段和创意与表现方法解决广告实际问题的能力。

具有一定组织管理能力，能胜任本专业相关领域的调查研究、文案策划、创意表现及经营管理等相关工作，在工作中能正确认识广告发展对于客观世界和社会的影响。

掌握一门外语，并能熟练阅读与专业有关的外文书籍和文献资料，具有跨文化交流、竞争与合作的意识与能力。

(3) 素质结构要求:

热爱社会主义祖国，具有远大的志向，有为国家富强与民族振兴而奋斗的理想和使命感，具有良好的思想道德品质、健康的人生态度，良好的心理素质和健康的体魄。

具有较强的社会责任感和科学严谨、创新突破的广告职业素质，具备较强的综合分析、思维和想象力，具有自觉的批判意识和创新意识，良好的人际交往和团结协作精神。

knowledge structure requirements:

Students have systematic basic knowledge of advertising and communication, good knowledge of humanities and social sciences, and certain scientific knowledge of marketing and management;

Systematically grasp the basic theory and professional knowledge of the major of advertising, get the basic training of advertising creativity, expression and planning in the field of advertising communication, have a broader knowledge structure of the professional technical field, and understand the frontier development status and trend of new media, advertising, communication and marketing within the scope of this discipline.

Understand the national policies and basic laws and regulations of the profession and industry in the field of advertising and communication, and understand the knowledge of advertising economy and enterprise management.

capacity structure requirements:

Master the ability of literature retrieval, data query and modern information technology to obtain relevant information, have a correct understanding of lifelong learning, have the ability of continuous learning and adapting to development.

Have a strong sense of innovation and practical ability, skilled computer application ability, comprehensive use of theoretical knowledge, technical means and creative and performance methods to solve practical advertising problems.

With certain organizational and management ability, I am competent for research, copywriting planning, creative expression, business management and other related work in the relevant fields of my major, and I can correctly understand the impact of advertising development on the objective world and society.

Master a foreign language, and be able to read foreign books and documents related to my major proficiently. Have the awareness and ability of cross-cultural communication, competition and cooperation.

quality structure requirements:

Love the socialist motherland, have lofty aspirations, for the country and national prosperity and rejuvenation of the ideal and sense of mission, with good ideological and moral quality, healthy life attitude, good psychological quality and healthy body.

Have a strong sense of social responsibility and scientific rigorous, innovative breakthrough advertising professional quality, have a strong comprehensive analysis, thinking and imagination, have a conscious sense of criticism and innovation, good interpersonal communication and teamwork spirit.

三、学分要求 Credits Requirements

必修学分: 27.0 限修学分 0.0 选修学分: 0.0 其他学分: 0.0 总学分: 27.0

Required credits: 27.0 limited elective credits: 0.0 elective credits: 0.0 other credits: 0.0 total credits: 27.0

四、课程设置 Course Programs

课程类型 Course Type	课程名称 Course Name	课程性质 Nature of Course	学分 Credits	开课学期 Semester	开课学院 School	备注 Notes
专业核心课 Specialized Core Course	传播学概论 Introduction to Communication	必修 Compulsory	2	第 1 学期 Semester 1	人文学院 School of humanities	
	广告学概论 Introduction to Advertising	必修 Compulsory	2	第 1 学期 Semester 1	人文学院 School of humanities	

专业核心课 Specialized Core Course	新闻学概论 Introduction to Journalism	必修 Compulsory	2	第 2 学期 Semester 2	人文学院 School of humanities	
	网络与新媒体概论 Introduction to Network and New Media	必修 Compulsory	2	第 2 学期 Semester 2	人文学院 School of humanities	
	电脑图文设计 Computer Graphics and Text Design	必修 Compulsory	3	第 3 学期 Semester 3	人文学院 School of humanities	
	广告史 History of Advertising	必修 Compulsory	3	第 3 学期 Semester 3	人文学院 School of humanities	
	创新能力基础训练 Innovation Ability Training	必修 Compulsory	3	第 4 学期 Semester 4	人文学院 School of humanities	
	广告策划与创意 Creative Strategy in Advertising	必修 Compulsory	3	第 4 学期 Semester 4	人文学院 School of humanities	
	广告文案写作 Advertising Copy Writing	必修 Compulsory	3	第 6 学期 Semester 6	人文学院 School of humanities	
	整合营销传播实务 Integrated Marketing Communication	必修 Compulsory	4	第 5 学期 Semester 5	人文学院 School of humanities	
总学分 Total Credits			27			