

广告学

Advertising

专业代码: 050303

学制: 4年

Program Code:050303

Duration: 4years

培养目标:

本专业培养面向社会、面向世界、面向未来,掌握现代品牌传播基本理论,具有现代品牌传播创意理念,熟悉品牌传播运作流程,熟练运用大众媒体和新媒体的传播技术,在大众传播、广告和公共关系领域中提供创造性思维的问题解决者,以及懂战略、懂沟通、懂管理、懂技术的高素质复合型人才。本专业学生必须具备扎实、专业、系统的品牌传播理论知识,具备熟练的传播、调研、创意、策划、策略和协作等专业技能,持有持续更新的学习能力、不断拓展的创新精神、宏观的战略眼光、全球化的国际视野,为在政治组织、公共事务、营销广告、公共关系、咨询创意等诸多领域的未来工作和学习做准备。

Educational Objectives:

The professional training of our major is aiming for the students' ability of facing the community, facing the world and facing the future, as well as mastering the basic theory of modern brand communication, with modern brand communication creative ideas, familiar with the brand communication process, skilled use of mass media and new media communication technology, mass communication, advertising and public relationship areas to provide creative thinking of the problem-solving, as well as to be the expert in strategy, communication, management, and the technology of high-quality compound talents.

Students of this major must have a solid, professional and systematic knowledge of the brand communication theory, have the professional skills of communication, research, creativity, planning, strategy and collaboration, hold the ability to continuously update and continue to expand the spirit of innovation, the strategic vision of globalization, the international perspective of globalization, and the preparation of future work and learning in political areas such as political organization, public affairs, marketing advertising, public relations, and consulting creativity.

毕业要求:

- No1.具有广博的社会科学 和人文科学的基础知识;
- No2.全面掌握本学科专业领域知识,洞察本学科前沿理论与知识更新;
- No3.熟练运用本学科知识解决现实问题,具备应用专业理论指导实践,并提供现实问题的解决方案;
- No4.能够基于专业原理并采用科学研究方法针对现实问题进行研究,包括设计实验、分析与解释数据、并通过信息综合得到合理有效的结论;

№5.具有专业视野能力、创造与创新能力、沟通协作能力、市场洞察能力、艺术审美与创作能力、系统策划与运营能力；

№6.具有人文社会科学素养、社会责任感，能够在工作中理解并遵守职业道德和规范，履行责任；

№7.能够在多学科背景下的团队中承担个体、团队成员以及负责人的角色；

№8.能够就工作问题与业界同行及社会公众进行有效沟通和交流，包括撰写报告和设计文稿、陈述发言、清晰表达或回应指令。并具备一定的国际视野，能够在跨文化背景下进行沟通和交流；

№9.理解并掌握项目管理原理与经济决策方法，并能在多学科环境中应用；

№10.具有自主学习和终身学习的意识，有不断学习和适应发展的能力。

Student Outcomes:

№1.Be equipped with broad social science and humanities basic knowledge.

№2.A comprehensive grasp of the professional knowledge, insight into the subject of the forefront of the theory and knowledge update;

№3.Skilled use of the subject knowledge to solve practical problems, with the application of professional theory to guide the practice and provide practical solutions to the problem.

№4.Be based on professional principles and the use of scientific research methods for practical problems, including design experiments, analysis and interpretation of data, and through information synthesis to be reasonable and effective conclusions.

№5.Be equipped with professional vision ability, creativity and innovation ability, communication and collaboration ability, market insight ability, artistic aesthetics and creative ability, system planning and operation ability.

№6. Be provided with humanities and social science literacy, social responsibility, to understand and abide by professional ethics and norms, to fulfill their responsibilities.

№7.To be team members and leaders in the multi-disciplinary background.

№8.Be able to work with the industry counterparts and the public to communicate and communicate effectively, including writing reports and design manuscripts, statements, clearly express or respond to directives. And have a certain international perspective, to cross-cultural background to communicate and exchange.

№9.To understand and master the project management principles and economic decision-making methods, and can be applied in a multi-disciplinary environment.

№10.Be equipped with independent learning and lifelong learning awareness, have the ability to continue to learn and to adapt.

专业简介：

本专业于 2004 年创办。专业定位于从传播学视野研究品牌，形成“传播学与管理学交叉，创意

策划与营销实务相融”的专业特色，架构以品牌为系统，以传播为支点的学科体系，并围绕三个层面建构品牌传播方向的课程体系：第一个层面是市场营销学中的市场营销学、消费者行为和消费者心理学；第二个层面是以管理学为核心的品牌学、品牌战略管理及企业文化与跨文化管理等；第三个层面是广告学、传播学基础上的创意与视觉传达、广告策划、广告文案以及整合品牌传播等。目标是培养出面向社会、面向世界、面向未来，能够掌握现代品牌传播的基本理论，具有现代品牌传播的战略理念，熟悉品牌传播的运作流程，熟练运用大众媒体和新媒体的传播技术，在大众传播、广告和公共关系领域中能够提供创造性思维的问题解决者，以及懂战略、懂沟通、懂管理、懂技术的高素质复合型人才。

Program Profile:

21st Century is the era of branding. The trend of branding presents in the transformation of the national strategy, the change of the market environment, the development of the enterprise and the consumer's consumption concept. Based on the disciplinary system of advertising, our major is complying with the development of society and having an insight into the transformation and adjustment of advertising industry. Relying on the background of South China University of Technology -----“the cradle of engineers and entrepreneurs”, brand communication was set as a major direction in 2004. The major is positioned to research brand from the perspective of communication. The major feature as “communication and management crossed, creative planning and marketing practice anastomosed” is formed. The discipline system is based on the brand as the system and the communication as the fulcrum. The brand communication curriculum system is constructed in three aspects:

The first level is marketing, consumer behavior and consumer psychology in marketing;

The second level is brand management, brand strategy management, corporate culture and cross culture management;

The third level is the creative and visual communication, advertising planning, advertising copy and integrated brand communication, etc..

The goal is to turn out high quality compound talents who face the society, the world, and the future, know the basic theory of modern brand communication well, have strategic concept of modern brand communication, familiar with the operation process of brand communication, have ability to solve the problem of creative thinking in the field of mass communication, advertising and public relations, and are high quality compound talents who understand the strategy, communication, management and technology.

专业特色:

本专业具有跨学科、综合性、实践性强的特点，要求学生系统地学习传播学、管理学、市场营销学、广告学的基本原理，掌握品牌的基本理论和基础知识，熟悉现代品牌传播、推广、经营、管理的方法，具有较强的品牌传播的运作能力和品牌理论的研究能力。

1.独特的专业定位。品牌传播专业是从传播学的高度认识和研究品牌。以传播学理论为基础，

把品牌研究定位于传播学，在传播学的视野中进行专门化的研究。

2.交叉学科的专业设置。品牌传播学的四大理论基础为传播学、管理学、广告学、市场营销学。在专业方向上形成“传播学与管理学交叉，创意策划与营销实务相融”的专业特色，突出品牌传播的理论研究与品牌战略、品牌资产管理的理论与实务研究，体现专业的实践操作性。

3.系统模块的课程体系。在课程体系上把品牌作为一个系统，把传播作为支点。建构三个层面的课程体系：第一个层面是市场营销学中的消费者行为和消费者心理学；第二个层面是以管理学为核心的品牌战略规划、品牌管理学、品牌资产管理及企业文化与跨文化管理等；第三个层面是广告学、传播学基础上的广告设计制作、广告策划与创意、广告摄影和广告文案以及整合品牌传播等。

Speciality Features:

This major features interdiscipline, comprehensiveness and practicality, thus, it requires students to learn not just advertising systematically, but also Mass Communication, management and marketing. Firstly, students are required to grasp basic theories and knowledge of branding, and then they need to get familiar with modern branding, promotion, operation and management methods. Both outstanding branding operation skills and theoretical study ability are our teaching goals.

1.The unique professional positioning. Brand communication is to study brand in higher perspective. Based on the theory of communication, the brand specialized research is located in the field of communication.

2.Interdisciplinary professional settings. The four theoretical bases of brand communication are communication, management, advertising, and marketing. In the professional direction of the formation of "communication and management of cross, creative planning and marketing practice blending" professional characteristics, highlighting the brand communication theory research and brand strategy, brand asset management theory and practice research, reflecting the professional practice of this major.

3.The system module of the curriculum system. In the curriculum system to the brand as a system, the spread as a fulcrum. Construction of three levels of curriculum system: the first level is the marketing behavior of consumer behavior and consumer psychology, the second level is the management of the core of the brand strategy planning, brand management, brand management and management Corporate culture and cross-cultural management, etc . The third level is the advertising, communication based on the advertising design and production, advertising planning and creativity, advertising photography, advertising copy, integrated brand communication.

授予学位：文学学士学位

Degree Conferred: Bachelor of Literature

主干课程：

广告学原理、品牌学概论、公共关系学、市场营销学、品牌战略管理、品牌传播学、调查统计与分析、广告策划、创意与视觉传达、品牌传播史。

Core Courses::

Advertising Theories; Advertising Psychology; Introduction to Branding; Public Relations; Marketing(bilingual); Brand Strategy Management; Brand Communication; Brand Market Research(bilingual); Survey Statistics and Analysis; Advertisement Planning; Creative and Visual Communication;Organizational Culture and Cross - cultural Communication; History of Brand Communication;Public Relations

特色课程:

双语教学课程: 市场营销学、消费者行为学

研究型课程: 品牌传播史、组织文化与跨文化传播

讨论型课程: 品牌传播学、品牌战略管理、广告策划、公共关系学、广告文案与内容创新等

创新实践课程: 专业调研及论文写作、网络编辑软件应用

创业教育课程: 动漫文化与产业发展概论

Featured Course:

Bilingual Courses:Marketing; Brand Strategy Management; Customer Behavior

Research Courses: History of Brand Communication; Organizational Culture and Cross - cultural Communication

Seminar (including freshmen seminars and thematic seminars): Brand Communication; Brand Strategy Management ; Advertisement Planning; Public Relations; Marketing; Advertising Copy and Content Innovation

Innovation Practice Courses: Speciality Study and Thesis Writing; Application of Network Editing Software;

一、教学计划总体安排表 (General Teaching Schedule)

学 年	学 期	教学进度安排 (周)																			理 论 教 学	考 试	入 学 教 育	军 训	课 程 设 计	工 程 训 练	电 子 实 习	综 合 实 验	社 会 实 践	生 产 实 习	毕 业 实 习	其 它 实 习	中 外 合 作 项 目	毕 业 设 计	就 业 安 排	机 动	假 期	小 计												
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19																			20											
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R																															
一	1		C	A	A	A	A	A	A	A	A	A	A	A	A	A	B	D	D	D	14	1	1	3												19														
	2	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	Q	Q	B	B	16	2											2		20															
二	3	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	Q	Q	B	B	16	2											2		20															
	4	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	Q	Q	B	B	16	2											2		20															
三	5	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	Q	Q	B	B	16	2											2		20															
	6	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	Q	Q	B	B	16	2											2		20															
四	7	L	L	L	L	L	L	L	L	L	L	L	J	J	J	Q	Q	Q	Q									3		12			5		20															
	8	O	O	O	O	O	O	O	O	O	O	O	O	O	O	O	Q	P	P	P											15	4	1			20														
合 计 (周)																				94	11															3		12			15	4	19							159

二、各类课程学分登记表 (Registration Form of Curriculum Credits)

1. 学分统计表 (Credits Registration Form)

课程类别 Course Category	课程要求 Requirement	学分 Credits	学时 Academic Hours	备注 Remarks
公共基础课 General Basic Courses	必修 Compulsory	36.0	508	
	通识 General Education	10.0	160	
学科基础课 Disciplinary Basic Courses	必修 Compulsory	38.0	632	
	选修 Elective	17.0	272	
专业领域课 Specialty-related Courses	必修 Compulsory	21.0	344	
	选修 Elective	10.0	160	
合 计 Total		132.0	2076	
集中实践教学环节 (周) Practice Training (Weeks)	必修 Compulsory	35.0	35 周	
毕业学分要求 Credits Required for Graduation	132.0+35.0=167.0			

2. 类别统计表 (Category Registration Form)

学时 Academic Hours					学分 Credits						
总学时数 Total	其中 Include		其中 Include		总学分数 Total	其中 Include		其中 Include			其中 Include
	必修 学时 Compulsory	选修 学时 Elective	理论 教学 学时 Theory Course	实验 教学 学时 Lab		必修 学分 Compulsory	选修 学分 Elective	集中实 践教学 环节学 分 Practice-c oncentrate d Training	理论教 学学分 Theory Course Credits	实验 教学 学分 Lab	创新创 业教育 学分 Innovation and Entrepreneurs hip Education
2076	1484	592	1868	208	167	130	37	35	125.5	6.5	10

三、专业教学计划表 (Teaching Schedule)

类别 Course Category	课程 代码 Course No.	课程名称 Course Title	是否 必修 C/E	学时数 Total Curriculum Hours				学分 数 Credits	开课 学期 Semester	毕业 要求 Student Outcomes	
				总学时 Class Hours	上机 Computer-aided Class Hours	实验 Lab Hours	实践 Practice Hours				
140194 公共基础课 General Basic Courses	143093	思想道德修养与法律基础 Cultivation of Thought and Morals & Fundamental of Law	必修 课 C	(40) (36)				2.5	1	№8	
	143091	中国近现代史纲要 Skeleton of Chinese Modern History		(32) 24				2.0	2	№8	
	143106	毛泽东思想和中国特色社会主义理论体系概论 Thought of Mao ZeDong and Theory of Socialism with Chinese Characteristics		(80) 48				5.0	3	№8	
	143090	马克思主义基本原理 Fundamentals of Marxism Principle		(40) 36				2.5	4	№8	
	143094	形势与政策 Analysis of the Situation & Policy		(128)				2.0	1-8	№8	
	144001	大学英语(一) College English(1)		64				4.0	1	№10	
	144002	大学英语(二) College English(2)		64				4.0	2	№10	
	145223	大学计算机基础 Foundations of Computer		32				2.0	1	№5	
	145125	多媒体技术及应用 Multimedia Technology and Application		48				3.0	2	№5	
	140194	微积分基础 Calculus Basic		64				4.0	1	№5	
	152001	体育(一) Physical Education (1)		32			32	1.0	1	№12	
	152002	体育(二) Physical Education (2)		32			32	1.0	2	№12	
	152003	体育(三) Physical Education (3)		32			32	1.0	3	№12	
	152004	体育(四) Physical Education (4)		32			32	1.0	4	№12	
	106001	军事理论 Military Principle		(16)				1.0	2	№9	
		人文科学领域 Humanities		32	通 识 课 E				2.0		№8
		社会科学领域 Social Science		32					2.0		№8
		科学技术领域 Science and Technology	96					6.0		№8	
		合 计 Total			668			128	46.0		

三、专业教学计划表（续）（Teaching Schedule）

类别 Course Category	课程 代码 Course No.	课程名称 Course Title	是否 必修 C/E	学时数 Total Curriculum Hours				学分 数 Credits	开课 学期 Semester	毕业 要求 Student Outcomes
				总学 时 Class Hours	上机 Compute r-aided Class Hours	实验 Lab Hours	实践 Practice			
学科基础课 Disciplinary Basic Courses	171008	基础写作 Basic Writing	必 C	48				3.0	1	№1
	171003	传播学概论 Fundamentals of Communication	必 C	48				3.0	1	№1
	171348	基础摄影 Fundamentals of Photography	必 C	64		32		3.0	1	№5
	171006	广告学原理 The Principle of Advertising	必 C	48				3.0	2	№1
	171007	新闻学基础 Theories of Journalism	必 C	48				3.0	2	№1
	171349	摄像基础 Video Basics	必 C	40		24		2.0	2	№5
	171426	传播学研究方法 Research Method of Communication	必 C	32				2.0	3	№2
	171038	经济学原理III Principles of Economics III	必 C	48				3.0	3	№1
	171010	社会学 Sociology	必 C	32				2.0	3	№8
	171403	网络传播学 Internet Communication	必 C	32				2.0	3	№6
	171462	新媒介素养 New Media Literacies	必 C	32				2.0	4	№6
	171117	公共关系学 study on Public Relations	必 C	32				2.0	4	№10
	171466	媒介伦理与法规 Media Ethics and Media Law	必 C	32				2.0	4	№6
	171019	调查统计与分析 Survey Statistics and Analysis	必 C	32				2.0	5	№2
	171467	传播技术应用前沿 Advanced Communication Technology Application	必 C	32				2.0	5	№6
	171468	马克思主义新闻思想 Marxist News Concept	必 C	32				2.0	5	№8
	171469	西方思想史 History of Western Thoughts	选 E	32				2.0	3	№8
171108	中国文学 Chinese literature	选 E	32				2.0	3	№8	

	171470	中国文化史 History of Chinese Culture	选 E	32				2.0	3	№8
	171005	外国文学 Foreign Literature	选 E	32				2.0	3	№8
	171317	媒介文化 Media Culture	选 E	32				2.0	4	№8
	171297	多媒体素材与制作 Multimedia Material Production and Processing	选 E	40		24		2.0	4	№6
	171374	艺术基础 Basic Aesthetics	选 E	32				2.0	4	№2
	171373	媒介批评 Media criticism	选 E	32				2.0	4	№8
	171471	公共政策与社会治理 Public Policy and Social Governance	选 E	32				2.0	5	№2
	171472	英语新闻写作 English News Writing	选 E	32				2.0	5	№10
	171432	研究设计与论文写作 Research design and thesis writing	选 E	32				2.0	5	№10
	171020	策划学 Planning	选 E	32				2.0	5	№8
	171428	社会心理学 Social Psychology	选 E	32				2.0	6	№6
	171194	国际传播 International Communication	选 E	32				2.0	6	№10
	171402	动漫文化与产业发展概论 Generality of comic's culture and development of industry	选 E	32				2.0	6	№8
	171345	文化创意产业概论 The Outline of cultural and Creative Industry	选 E	32				2.0	6	№8
	合 计 Total			必 C	632		56		38.0	
			选 E	选修课修读最低要求 17.0 学分 minimum elective course credits required: 17						
专业领域课 Specialty-related Courses	171059	品牌学概论 General theory of branding	必 C	48				3.0	1	№2
	171061	市场营销学 Marketing	必 C	48				3.0	3	№2
	171473	创意与视觉传达 Creativity and Visual Communication	必 C	56			24	3.0	2	№5
	171060	品牌传播学 Brand Communication	必 C	48				3.0	4	№3
	171474	广告策划 General theory of branding	必 C	48				3.0	2	№3
	171197	品牌战略管理 Brand Strategy Management	必 C	48				3.0	5	№4
	171475	品牌传播史 The History of Brand Communication	必 C	48				3.0	6	№1

171476	广告文案与内容创新* Advertising Copy and Content Innovation	选 E	32				3.0	3	№5
171463	西方美术与广告 Western art and advertising	选 E	32				2.0	5	№1
171477	组织文化与传播* Enterprise Culture and Communication	选 E	32				2.0	5	№8
171398	中外品牌传播案例评析 Study of Outstanding Foreign and Domestic Brand Communication Cases	选 E	32				2.0	6	№2
	整合品牌传播 Integrated marketing communication	选 E	32				2.0	6	№4
171073	消费者行为学* Customer Behavior	选 E	32				2.0	5	№3
171401	广告心理学* Advertising ethics	选 E	32				2.0	4	№3
171425	危机传播管理 Crisis communication management	选 E	32				2.0	5	№4
171456	数据挖掘理论与技术 Data Mining Theory and Technology	选 E	32				2.0	5	№5
120003	创新研究训练 Innovation Research Training	选 E	32				2.0		№9
120004	创新研究实践 I Innovation Research Practice I	选 E	32				2.0		№10
120005	创新研究实践 II Innovation Research Practice II	选 E	32				2.0		№7
120006	创业实践 Entrepreneurial Practice	选 E	32				2.0		№8
合 计 Total		必 C	344			24	21.0		
		选 E	选修课修读最低要求 10.0 学分 minimum elective course credits required:10						

备注 1: 学生根据自己开展科研训练项目、学科竞赛、发表论文、获得专利和自主创业等情况申请折算为一定的专业选修课学分(创新研究训练、创新研究实践 I、创新研究实践 II、创业实践等创新创业课程)。每个学生累计申请为专业选修课总学分不超过 4 个学分。经学校批准认定为选修课学分的项目、竞赛等不再获得对应第二课堂的创新学分。

四、集中实践教学环节(Practice-concentrated Training)

课程 代码 Course No	课 程 名 称 Course Title	是否 必修 C/E	学 时 数 Total Curriculum Hours		学 分 数 Credits	开 课 学 期 Semester	毕 业 要 求 Student Outcomes
			实 践 Practice weeks	授 课 Lecture Hours			
106002	军训 Military Training	必 C	3 周		3.0	1	№9
143197	马克思主义理论与实践 Marxism Theory and Practice	必 C	2 周		2.0	假期	№8
171049	毕业实习 Practice on Diploma Project	必 C	12 周		12.0	7	№,7,8,9,10
171050	毕业设计(论文) Diploma Project	必 C	15 周		15.0	8	№1,2,3,4,5,6,7,8,9,10,11,12
171478	学生专业综合实践 Student Professional Practice	必 C	3 周		3.0	7	№,7,8,9,10
合 计 Total		必 C	35 周		35.0		

五、第二课堂

第二课堂由人文素质教育和创新能力培养两部分组成。

1.人文素质教育基本要求

学生在取得专业教学计划规定学分的同时，还应结合自己的兴趣适当参加课外人文素质教育活动，参加活动的学分累计不少于 2 个学分。

2.创新能力培养基本要求

学生在取得本专业教学计划规定学分的同时，还必须参加国家创新创业训练计划或广东省创新创业训练计划或 SRP（学生研究计划）或百步梯攀登计划或一定时间的各类课外创新能力培养活动（如学科竞赛、学术讲座等），参加活动的学分累计不少于 4 个学分。

5.“Second Classroom” Activities

“Second Classroom” Activities are comprised of two parts, Humanities Quality Education and Innovative Ability Cultivation.

1)Basic Requirements of Humanities Quality Education

Besides gaining course credits listed in one’s subject teaching curriculum, a student is required to participate in extracurricular activities of Humanities Quality Education based on one’s interest, acquiring no less than two credits.

2)Basic Requirements of Innovative Ability Cultivation

Besides gaining course credits listed in one’s subject teaching curriculum, a student is required to participate in any one of the following activities: National Undergraduate Training Programs for Innovation and Entrepreneurship, Guangdong Undergraduate Training Programs for Innovation and Entrepreneurship, Student Research Program (SRP), One-hundred-steps Innovative Program, or any other extracurricular activities of Innovative Ability Cultivation that last a certain period of time (e.g. subject contests, academic lectures), acquiring no less than four credits.