**广告学专业培养方案**

专业名称：广告学 专业代码：050303

**一、培养目标**

本专业旨在培养系统掌握广告学基础理论知识，贴近新媒体营销传播环境，在策略性传播理念指导下，具备广告策划、创新思维、文案写作、广告设计、广告制作等方面专业知识和基本应用能力的高素质复合型人才。本方案注重引导学生在专业知识综合学习的基础上，结合个人兴趣和专长，达成策划、创意、文案、设计、制作、市场调查、经营管理等方面的专业技能，为企业营销、媒体运营、政府宣传、行业推广、社会发展输送创意传播类人才。

学生毕业五年左右应具备或形成以下能力和素质：

1. 拥有优良的道德品质和健康和谐的身心，树立正确的世界观、人生观、价值观，自觉践行社会主义核心价值观，具备服务社会意识、责任意识、创新意识、法律意识、诚信意识，具有正确的职业道德、职业操守。
2. 具备在新媒体时代从事广告策划、创意、文案、设计、制作、市场调查、公关活动、经营管理等工作的专业素养，能在广告公司、公关公司、传统媒体或新媒体、企业广告部门、政府部门从事广告、推广等相关工作。
3. 具备较强的团队协作精神、良好的沟通能力、务实肯干的工作作风，能够在企业营销、媒体运营、政

府宣传等运营团队中作为成员、主要负责人、创业人完成广告营销推广等工作。

1. 具有开阔的国际视野和敏锐的追踪专业前沿意识，拥有终生自主学习的素养和能力，能够持续提升自己的综合素质和专业能力，不断适应广告行业最新发展变化。

**二、毕业要求**

通过4年的系统学习，本专业学生具备较高的个人基本素质，德智体美劳全面发展；掌握广告学理论和知识；具有现代广告的策划创意、设计和发布、市场调查、市场营销和宣传推广实践技能；熟悉有关广告、新闻、公关等的政策和法律法规，具备相关经营管理能力；掌握公共关系的基本知识，具备良好的公关活动能力；把握广告、新闻与公关事业的现状与发展趋势，具备一定的研究能力；具备良好的政治素养、思想品德、职业道德，培养良好的对职业、社会和家庭的责任感。具体包括以下方面的知识、能力和素养：

**1.基本素质与全面发展**

指标点1.1：熟悉掌握基础的文史知识、计算机技术、英文等知识。

指标点1.2：德智体美劳全面发展。

**2.广告学专业理论与知识**

指标点2.1：掌握与广告学相关的理论和知识。

指标点2.2：掌握广告学基础知识，注重学生专业理论与实践的结合。

**3.广告策划创意、设计和发布能力**

指标点3.1：具备广告创意和文案、策划、设计能力。

指标点3.2：掌握平面和音视频广告的制作技术。

**4.市场调查、市场营销和宣传推广能力**

指标点4.1：掌握广告市场调查的理论知识和技术知识。

指标点4.2：掌握广告市场营销的理论知识与宣传推广技巧。

**5.政策法规知识与****经营管理能力**

指标点5.1：熟悉和掌握广告、新闻、公关等的相关政策、法律和法规。

指标点5.2：了解广告公司、媒体、公关公司经营管理流程，掌握相关管理知识。

**6.公关知识与能力**

指标点6.1：掌握新闻学的相关理论和实践知识。

指标点6.2：具备良好的人际交往能力、团队合作精神、社交礼仪等。

**7.把握趋势与研究能力**

指标点7.1：具备收集、分析、判断和选择国内外相关技术的能力，能够跟踪本领域最新技术发展趋势。

指标点7.2：通过平时的论文写作以及毕业论文的写作，锻炼和提高科研能力。

**8.职业素养与思想品德**

指标点8.1：具备相关政治理论知识，了解国家政治经济形势等。

指标点8.2：具备团队合作精神，培养良好的思想品德、职业道德，树立对职业、社会和家庭的责任感。

**三、课程设置**

（一）主干学科：广告学

（二）核心课程及主要实践性教学环节

1.核心课程

广告策划、广告创意、广告文案写作、广告设计基础、广告摄影与摄像、广告媒体策略、数字媒体广告、广告调查、广告经营管理、广告法规、消费者行为学、经典广告案例评析、整合营销传播。

2.主要实践性教学环节

入学教育及军训、思想政治理论实践教学，广告专业认识实习、广告专业课程实习、广告专业毕业实习、广告专业毕业(设计)论文。

（三）各环节学时学分比例

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **课程类别** | | **应修学分** | | | **学分比例** |
| **总分** | **其中实践课** | **其中的选修** |
| 通识教育课程 | 通识教育必修 | 34 | 3 |  | 21.9% |
| 通识教育选修 | 10.5 | 0.5 | 10.5 | 6.8% |
| 学科基础课程 | | 23 | 1.5 |  | 14.8% |
| 专业教育课程 | 专业必修 | 36.5 | 10 |  | 23.5% |
| 专业选修 | 24 | 1.5 | 24 | 15.5% |
| 集中实践环节 | | 27 | 27 |  | 17.4% |
| 合计 | 总学分 | 155 | 43.5 | 34.5 |  |
| 学分比例 | 100% | 28% | 21.9% |  |

**四、毕业及学位要求**

学制：4年

修业年限：3~6年

毕业学分要求：不少于155学分；第二课堂8学分(分为“社会责任”“创新能力”“实践能力”“身心修养”“特色发展”五个模块)须修满8个学分方能毕业。

授予学位：符合国家学位规定和山东理工大学学位授予条件者，授予文学学士学位

**五、泛在学习**

（对跨学科辅修、双专业、双学位修课要求的描述）

本专业建议学生选修文学类、营销类、艺术类的基础课程和核心课程；双专业、双学位等根据学生个人爱好选修；学生学习线上、线下打通，利用即时接入的互联网络、随时随地学习。

**六、专业课程设置一览表（中英文对照）**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 课程类别 | | | 课程代码 | 课程名称 | 学分 | 学时 | | 开课学期 | | 备注 | |
| 讲课 | 实验  实践 |
| 通识教育课程 | 通识教育必修 | | 211811001 | 马克思主义基本原理  Basic Principles of Marxism | 3 | 52 |  | 3 | | 马克思主义劳动观教育4学时 | |
| 211811002 | 毛泽东思想和中国特色社会主义理论体系概论  Mao Zedong Thought & Outline of Theory of Socialism With Chinese Characteristics | 4 | 64 |  | 4 | |  | |
| 211811003 | 思想道德与法治  Ideological Morality & Rule of Law | 2.5 | 44 |  | 1 | | 职业与劳动教育4学时 | |
| 211811004 | 中国近现代史纲要  Outline of Modern Chinese History | 2.5 | 40 |  | 2 | |  | |
| 211811005 | 形势与政策Ⅰ  Situation & Policies Ⅰ | 1 | 16 |  | 3 | |  | |
| 211811006 | 形势与政策Ⅱ  Situation & Policies Ⅱ | 1 | 16 |  | 5 | |  | |
| 211611001 | 大学英语Ⅰ  College English I | 2 | 32 |  | 1 | |  | |
| 211611005 | 大学英语听说Ⅰ  College English Listening and SpeakingⅠ | 1 | 16 |  | 1 | |  | |
| 211611002 | 大学英语Ⅱ  College English II | 2 | 32 |  | 2 | |  | |
| 211611006 | 大学英语听说Ⅱ  College English Listening and SpeakingⅡ | 1 | 16 |  | 2 | |  | |
| 211611003 | 大学英语Ⅲ  College English III | 2 | 32 |  | 3 | |  | |
| 211611004 | 大学英语Ⅳ  College English Ⅳ | 2 | 32 |  | 4 | |  | |
| 212111001 | 体育Ⅰ  Physical Education Ⅰ | 1 | 16 | 20 | 1 | | 其中6学时安排在大三学年，6学时安排在大四学年，用于体质测试 | |
| 212111002 | 体育Ⅱ  Physical Education Ⅱ | 1 | 24 | 12 | 2 | |  | |
| 212111003 | 体育Ⅲ  Physical Education Ⅲ | 1 | 24 | 12 | 3 | |  | |
| 212111004 | 体育Ⅳ  Physical Education Ⅳ | 1 | 24 | 12 | 4 | |  | |
| 210518904 | 信息处理技术及应用  Information Processing Technology And Application | 2.5 | 24 | 32 | 2 | |  | |
| 212718001 | 信息检索与学术素养  Information Retrieval and Academic Literacy | 1.5 | 16 | 16 | 2 | |  | |
| 213111001 | 军事理论  Military Theory | 1 | 36 |  | 1 | |  | |
| 211511001 | 新生研讨课  Freshman Seminar | 1 | 16 |  | 1 | |  | |
| 应修学分小计 | | 34(含实践3) | | | | |  | |
| 通识教育选修 | | 211812001 | 中国共产党历史  History of the Communist Party of China | 1 | 16 |  | 2 | | \*四选一 | |
| 211812002 | 中华人民共和国史  History of the People's Republic of China | 1 | 16 |  | 2 | |
| 211812003 | 改革开放史  History of Reform and Opening Up | 1 | 16 |  | | 2 | |  | |
| 211812004 | 社会主义发展史  History of Socialist Development | 1 | 16 |  | | 2 | |
| 212612001 | 中国传统文化\*  Chinese traditional culture | 1 | 20 |  | | 2 | | 传统工艺与劳动教育4学时 | |
| 218112001 | 大学生心理健康教育\*  Mental Health Education for College Students | 2 | 32 |  | | 1 | |  | |
| 218312001 | 大学生职业生涯规划与就业指导\*  Career Planning and Employment Guidance for College Students | 1.5 | 28 |  | | 1-8 | | 每学年6学时，含劳动精神、劳模精神、工匠精神等专题教育共4学时 | |
| 217412001 | 创新方法基础\*  Fundamentals of Innovation Methods | 0.5 | 10 |  | | 1 | | 创新发明与劳动教育2学时 | |
| 217412002 | 大学生创业基础\*  Entrepreneurship Education for College Students | 0.5 | 10 |  | | 3 | | 创业思维与劳动教育2学时 | |
| 211517001 | 创意写作\*  Creative Writing | 1 | 12 | 4 | | 5 | | 专创融合课程  创意写作与劳动教育4学时 | |
| 公选 | 美育类 | 2 |  |  | |  | | 学生自选 | |
| 其他类 | 1 |  |  | |  | | 自选（科学与技术类） | |
| 应修学分小计 | | 10.5(含实践0.5) | | | | | 带\*必选 | |
| 专业教育课程 | 学科基础课程 | | 211518001 | 社会学  Sociology | 2 | 24 | 8 | | 1 | |  | |
| 211518002 | 传播学概论  Introduction to Communication Science | 2.5 | 40 |  | | 1 | |  | |
| 211518003 | 广告学概论  Introduction to Advertising Principles | 2.5 | 40 |  | | 1 | |  | |
| 211518004 | 中外广告史  Chinese and Foreign Advertising History | 2.5 | 40 |  | | 1 | |  | |
| 211518005 | 新媒体概论  Introduction to New Media | 2 | 32 |  | | 2 | |  | |
| 211518006 | 公共关系学  Public Relations | 2.5 | 40 |  | | 3 | |  | |
| 211518007 | 广告文化学  Advertising Culture | 2.5 | 40 |  | | 4 | |  | |
| 211518008 | 文化产业概论  Introduction to Culture  Industry | 2 | 32 |  | | 6 | |  | |
| 211518009 | 品牌营销  Brand Marketing | 2 | 16 | 16 | | 4 | |  | |
| 211518010 | 专业竞赛指导课  Professional Competition  Guidance Course | 0.5 | 8 |  | | 6 | |  | |
| 211518011 | 广告心理学  Advertising Psychology | 2 | 32 |  | | 6 | |  | |
| 应修学分小计 | | 23(含实践1.5) | | | | |  | |
| 专业  必修 | | 211518012 | 广告设计基础  Basic Advertising Design | 3.5 | 28 | 28 | | 2 | |  | |
| 211518013 | 广告媒体策略  Strategy on Advertisement  Media | 2 | 32 |  | | 5 | |  | |
| 211518014 | 广告策划  Advertising Planning | 3 | 32 | 16 | | 4 | |  | |
| 211518015 | 广告文案写作  Advertising Copywriting | 3 | 24 | 24 | | 3 | |  | |
| 211518016 | 广告创意  Advertising Creation | 3 | 32 | 16 | | 3 | |  | |
| 211518017 | 广告法规  Advertising Regulations | 2 | 32 |  | | 4 | |  | |
| 211518018 | 广告经营管理  Advertising Management | 2 | 32 |  | | 5 | |  | |
| 211518019 | 广告调查  Advertisement Survey | 2.5 | 24 | 16 | | 3 | |  | |
| 211518020 | 消费者行为学  Consumer Behavior | 2 | 32 |  | | 5 | |  | |
| 211518021 | 经典广告案例评析  Comments on Classic  Advertising Cases | 2 | 32 |  | | 4 | |  | |
| 211518022 | CI策划与设计  CI Planning and Design | 2 | 16 | 16 | | 5 | |  | |
| 211518023 | 广告摄影与摄像  Advertising Photography  and Video | 3 | 24 | 24 | | 2 | |  | |
| 211518024 | 数字音视频技术  Digital Audio and Video  Technology | 2 | 16 | 16 | | 4 | |  | |
| 211518025 | 数字媒体广告  Digital Media Advertising | 2.5 | 32 | 8 | | 3 | |  | |
| 211518026 | 整合营销传播  Integrated Marketing  Communication | 2 | 32 |  | | 6 | |  | |
| 应修学分小计 | | 36.5(含实践10) | | | | |  | |
| 专业  基础选修 | | 211518027 | 数字营销  Digital Marketing | 2 | 32 |  | | 5 | |  | |
| 211518028 | 文化传播学  Cultural Communication | 2 | 32 |  | | 5 | |  | |
| 211518029 | 创新思维  Innovative Thinking | 2 | 24 | 8 | | 5 | |  | |
| 211518030 | 人际传播  Interpersonal  Communication | 2 | 32 |  | | 5 | |  | |
| 211518031 | 互动广告  Interactive Advertising | 2 | 16 | 16 | | 5 | |  | |
| 211518032 | 媒介素养  Media Literacy | 2 | 32 |  | | 5 | |  | |
| 211418005 | 市场营销学  Marketing | 2 | 32 |  | | 3 | |  | |
| 211518033 | 新闻学概论\*  Introduction to Journalism | 2 | 32 |  | | 2 | |  | |
| 211518034 | 传播学研究方法  Communication Research  Method | 2 | 32 |  | | 6 | |  | |
| 211518035 | 经典文学作品赏析  Appreciation of Classic  Literature works | 2 | 32 |  | | 6 | |  | |
|  | | 应修学分小计 | | 12(含实践1.5) | | | | | 带\*必选 | |
| 专业方向选修 | 广告  学方向  新闻  学  方向 | 211518036 | 广播电视广告  Broadcasting& TV  Advertising | 2 | 16 | 16 | | 6 | |  | |
| 211518037 | 广告语言学  Advertising Language | 2 | 32 |  | | 6 | |  | |
| 211518038 | 西方经典广告赏析（双语）  English Advertising  Appreciation | 2 | 32 |  | | 7 | |  | |
| 211518039 | 广告名人解读  Advertising Celebrity | 2 | 32 |  | | 7 | |  | |
| 211518040 | 中西方艺术史  The Chinese and Western Art History | 2.5 | 32 | 8 | | 6 | |  | |
| 211518041 | 媒介理论  Media Theory | 2 | 32 |  | | 6 | |  | |
| 211518042 | 公关礼仪   Proprieties for Public  Relations | 2 | 32 |  | | 7 | |  | |
| 211518043 | 视听语言  Audio-visual Language | 2 | 32 |  | | 7 | |  | |
| 211518044 | 定位研究  Positioning Research | 2 | 32 |  | | 6 | |  | |
| 211518045 | 中韩广告片赏析（双语）  Appreciation of Chinese & Korean Advertising | 2 | 32 |  | | 6 | |  | |
| 211518046 | 计算广告  Computational Advertising | 2 | 32 |  | | 6 | |  | |
| 211518047 | 广告前沿  Advertising Frontier | 2 | 32 |  | | 7 | |  | |
| 应修学分小计 | | 12(含实践1.5) | | | | |  | |
| 211518048 | 中国新闻史  History of Chinese  Journalism | 2 | 32 |  | | 6 | |  | |
| 211518049 | 外国新闻史  History of Foreign  Journalism | 2 | 32 |  | | 7 | |  | |
| 211518050 | 新闻作品与案例  Journalism Works & Cases | 2 | 32 |  | | 7 | |  | |
| 211518051 | 新闻评论与写作  News Commentary &  Writing | 2 | 32 |  | | 7 | |  | |
| 211518052 | 新闻采访与写作  News Gathering & Writing | 2 | 32 |  | | 6 | |  | |
| 211518053 | 媒介批评  Media Criticism | 2 | 32 |  | | 6 | |  | |
| 211518054 | 新闻政策与法规  Journalistic Policies and  Regulations | 2 | 32 |  | | 7 | |  | |
| 211518055 | 新媒体新闻写作  New Media News Writing | 2 | 32 |  | | 7 | |  | |
| 211518056 | 比较新闻学专题  Special Topics on  Comparative Journalism | 2 | 32 |  | | 6 | |  | |
| 211518057 | 新闻前沿  Journalism Frontiers | 2 | 32 |  | | 6 | |  | |
| 211518058 | 新闻传播学经典著作选读  Selected Readings of  Classics of Journalism  and Communication | 2 | 32 |  | | 7 | |  | |
| 应修学分小计 | | 12 | | | | |  | |
| 集中实践环节 | | | 211814001 | 思想政治理论课实践教学  The Practice of Ideological and Political Theory Course Teaching | 2 |  | 2周 | | 4 | |  | |
| 213114001 | 入学教育及军训  Entrance Education & Military Training | 1.5 |  | 3周 | | 1 | | 不计入总学分、不收费 | |
| 213114004 | 劳动教育与实践  Education on the Hard-Working Spirit | 2 |  | 4周 | | 1-8 | | 每学年至少组织1周劳动教育与实践，其中理论课2学时，不计入总分，不收费 | |
| 211514001 | 广告专业认识实习  Acquaintanceship Practice  of Advertising | 4 |  | 4周 | | 4 | |  | |
| 211514002 | 广告专业课程实习  Course Practice of  Advertising | 5 |  | 5周 | | 6 | |  | |
| 211514003 | 广告专业毕业实习  Graduation Practice of  Advertising | 4 |  | 4周 | | 8 | |  | |
| 211514004 | 广告专业毕业（设计）论文(A)  The Professional Graduation  Thesis of Advertising | 12 |  | 12周 | | 8 | |  | |
| 应修学分小计 | | 27 | | | | |  | |
| 总计 | | | | | 155 | | | | |  | |
| 制**定** | | | | 高慧艳 | 审核 | | | 翟羽佳 | | | |
| 院**长** | | | | 张艳梅 | | | | | | | |

**附件1：毕业要求对培养目标的支撑关系矩阵**

|  | **目标1** | **目标2** | **目标3** | **目标4** |
| --- | --- | --- | --- | --- |
| 毕业要求1基本素质与全面发展 | √ |  |  |  |
| 毕业要求2广告学专业理论与知识 |  | √ | √ |  |
| 毕业要求3广告策划创意、设计和发布能力 |  | √ | √ |  |
| 毕业要求4市场调查、市场营销和宣传推广能力 |  | √ | √ |  |
| 毕业要求5政策法规知识与经营管理能力 |  | √ | √ |  |
| 毕业要求6公关知识与能力 |  | √ | √ |  |
| 毕业要求7把握趋势与研究能力 | √ |  |  | √ |
| 毕业要求8职业素养与思想品德 | √ |  | √ |  |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **毕业要求**    **课程名称** | **毕业**  **要求1** | | | **毕业**  **要求2** | | | | **毕业**  **要求3** | | | | **毕业**  **要求4** | | | | | **毕业**  **要求5** | | | **毕业**  **要求6** | | | | **毕业**  **要求7** | | | | | **毕业**  **要求8** | | | | | | |
| **1.1** | **1.2** | | **2.1** |  | **2.2** | | **3.1** |  | **3.2** | | **4.1** | |  | **4.2** | | **5.1** | | **5.2** | **6.1** |  | **6.2** | | **7.1** | |  | **7.2** | | **8.1** |  | | **8.2** | |  | |
| 马克思主义基本原理 | H | M | |  |  |  | |  |  |  | |  | |  |  | |  | |  |  |  |  | |  | |  |  | |  |  | |  | |  | |
| 毛泽东思想和中国特色社会主义理论体系概论 | H | M | |  |  |  | |  |  |  | |  | |  |  | |  | |  |  |  |  | |  | |  |  | |  |  | |  | |  | |
| 思想道德修养与法律基础 |  | H | |  |  |  | |  |  |  | |  | |  |  | |  | |  |  |  |  | |  | |  |  | | H |  | | M | |  | |
| 中国近现代史纲要 | H | M | |  |  |  | |  |  |  | |  | |  |  | |  | |  |  |  |  | |  | |  |  | | H |  | |  | |  | |
| 形势与政策 |  | H | |  |  |  | |  |  |  | |  | |  |  | |  | |  |  |  |  | |  | |  |  | | H |  | |  | |  | |
| 军事理论 |  | M | |  |  |  | |  |  |  | |  | |  |  | |  | |  |  |  |  | |  | |  |  | |  |  | |  | |  | |
| 大学生心理健康教育 |  | H | |  |  |  | |  |  |  | |  | |  |  | |  | |  |  |  |  | |  | |  |  | |  |  | |  | |  | |
| 大学生职业发展与就业创业指导 |  |  | |  |  |  | |  |  |  | |  | |  |  | |  | |  |  |  |  | |  | |  |  | |  |  | | H | |  | |
| 大学外语（英语） |  | H | |  |  |  | |  |  |  | |  | |  |  | |  | |  |  |  |  | | M | |  |  | |  |  | |  | |  | |
| 大学体育 |  | H | |  |  |  | |  |  |  | |  | |  |  | |  | |  |  |  |  | |  | |  |  | |  |  | |  | |  | |
| 社会学 |  |  | | H |  |  | | M |  |  | |  | |  |  | |  | |  |  |  |  | |  | |  |  | |  |  | |  | |  | |
| 传播学概论 |  |  | | H |  |  | | M |  |  | |  | |  |  | |  | |  |  |  |  | |  | |  |  | |  |  | |  | |  | |
| 广告学概论 |  |  | | H |  |  | | M | M |  | | M | |  | M | |  | |  |  |  |  | |  | |  |  | |  |  | |  | |  | |
| 中外广告史 |  |  | | H |  |  | | M | M |  | | M | |  | M | |  | |  |  |  |  | |  | |  |  | |  |  | |  | |  | |
| 新媒体概论 |  |  | | H |  |  | |  |  |  | |  | |  |  | |  | |  |  |  |  | |  | |  |  | |  |  | |  | |  | |
| 公共关系学 |  |  | |  |  |  | |  |  |  | |  | |  |  | |  | | H |  |  |  | |  | |  |  | |  |  | |  | |  | |
| 广告文化学 |  |  | | H |  |  | | M | M |  | | M | |  | M | |  | |  |  |  |  | |  | |  |  | |  |  | |  | |  | |
| 文化产业概论 |  |  | | H |  |  | |  |  |  | |  | |  |  | |  | |  |  |  |  | |  | |  |  | |  |  | |  | |  | |
| 品牌营销 |  |  | |  |  | H | | M | M |  | | M | |  | M | |  | |  |  |  |  | |  | |  |  | |  |  | |  | |  | |
| 数字营销 |  |  | |  |  |  | | M |  |  | |  | |  | H | |  | |  |  |  |  | |  | |  |  | |  |  | |  | |  | |
| 创新思维 |  |  | |  |  | H | | M |  |  | |  | |  |  | |  | |  |  |  |  | |  | |  |  | |  |  | |  | |  | |
| 人际传播 |  |  | |  |  |  | |  |  |  | |  | |  |  | |  | |  |  |  | H | |  | |  |  | |  |  | |  | |  | |
| 互动广告 |  |  | |  |  | H | | M |  |  | |  | |  |  | |  | |  |  |  |  | |  | |  |  | |  |  | |  | |  | |
| 媒介素养 |  |  | |  |  |  | |  |  |  | |  | |  |  | |  | |  | H |  |  | |  | |  |  | |  |  | |  | |  | |
| 市场营销学 |  |  | |  |  | H | |  |  |  | | M | |  |  | |  | |  |  |  |  | |  | |  |  | |  |  | |  | |  | |
| 新闻学概论 |  |  | |  |  |  | |  |  |  | |  | |  |  | |  | | M | H |  |  | |  | |  |  | |  |  | |  | |  | |
| 广告心理学 |  |  | | H |  |  | |  |  |  | |  | |  |  | |  | |  |  |  |  | |  | |  |  | |  |  | |  | |  | |
| 广告设计基础 |  |  | |  |  |  | |  |  | H | |  | |  |  | |  | |  |  |  |  | |  | |  |  | |  |  | |  | |  | |
| 广告媒体策略 |  |  | |  |  |  | |  |  |  | |  | |  |  | |  | | H |  |  |  | |  | |  |  | |  |  | |  | |  | |
| 广告策划 |  |  | |  |  |  | | H |  |  | |  | |  |  | |  | |  |  |  |  | |  | |  |  | |  |  | |  | |  | |
| 广告文案写作 |  |  | |  |  |  | | H |  |  | |  | |  |  | |  | |  |  |  |  | |  | |  |  | |  |  | |  | |  | |
| 广告调查 |  |  | |  |  |  | |  |  |  | | H | |  |  | |  | |  |  |  |  | |  | |  |  | |  |  | |  | |  | |
| 消费者行为学 |  |  |  |  |  | |  |  |  | |  | | H |  | |  |  |  | |  |  | |  | |  |  | |  |  | |  | |  | |  |
| 广告创意 |  |  |  |  |  | |  | H |  | |  | |  |  | |  |  |  | |  |  | |  | |  |  | |  |  | |  | |  | |  |
| 经典广告案例评析 |  |  |  |  |  | |  | H |  | |  | |  |  | |  |  |  | |  |  | |  | |  |  | |  |  | |  | |  | |  |
| 广告法规 |  |  |  |  |  | |  |  |  | |  | |  |  | |  | H |  | |  |  | |  | |  |  | |  |  | |  | |  | |  |
| CI策划与设计 |  |  |  |  |  | |  | H |  | |  | |  |  | |  |  |  | |  |  | |  | |  |  | |  |  | |  | |  | |  |
| 广告摄影与摄像 |  |  |  |  |  | |  |  |  | | H | |  |  | |  |  |  | |  |  | |  | |  |  | |  |  | |  | |  | |  |
| 数字音视频技术 |  |  |  |  |  | |  |  |  | | H | |  |  | |  |  |  | |  |  | |  | |  |  | |  |  | |  | |  | |  |
| 数字媒体广告 |  |  |  |  |  | | H |  |  | |  | |  |  | |  |  |  | |  |  | |  | |  |  | |  |  | |  | |  | |  |
| 整合营销传播 |  |  |  |  |  | |  |  |  | |  | |  |  | | H |  |  | |  |  | |  | |  |  | |  |  | |  | |  | |  |
| 广播电视广告 |  |  |  |  |  | |  |  |  | | H | |  |  | |  |  |  | |  |  | |  | |  |  | |  |  | |  | |  | |  |
| 广告语言学 |  |  |  |  |  | |  | H |  | |  | |  |  | |  |  |  | |  |  | |  | |  |  | |  |  | |  | |  | |  |
| 西方经典广告赏析 |  |  |  |  |  | |  |  |  | |  | |  |  | |  |  |  | |  |  | |  | |  |  | |  |  | |  | |  | |  |
| 广告名人解读 |  |  |  |  |  | |  |  |  | |  | |  |  | |  |  | H | |  |  | |  | |  |  | |  |  | |  | |  | |  |
| 中西方艺术史 |  |  |  |  |  | | H |  |  | |  | |  |  | |  |  |  | |  |  | |  | |  |  | |  |  | |  | |  | |  |
| 有声语言表达艺术 |  |  |  |  |  | |  |  |  | |  | |  |  | |  |  |  | |  |  | | H | |  |  | |  |  | |  | |  | |  |
| 公关礼仪 |  |  |  |  |  | |  |  |  | |  | |  |  | |  |  |  | |  |  | | H | |  |  | |  |  | |  | |  | |  |
| 视听语言 |  |  |  |  |  | |  |  |  | | H | |  |  | |  |  |  | |  |  | |  | |  |  | |  |  | |  | |  | |  |
| 定位研究 |  |  |  |  |  | | H |  |  | |  | |  |  | |  |  |  | |  |  | |  | |  |  | |  |  | |  | |  | |  |
| 中韩广告片赏析 |  |  |  |  |  | |  | H |  | | M | |  |  | |  |  |  | |  |  | |  | |  |  | |  |  | |  | |  | |  |
| 传播学研究方法 |  |  |  |  |  | |  |  |  | |  | |  |  | |  |  |  | |  |  | |  | | H |  | | M |  | |  | |  | |  |
| 广告前沿 |  |  |  |  |  | |  |  |  | |  | |  |  | |  |  |  | |  |  | |  | | H |  | | M |  | |  | |  | |  |
| 中国新闻史 |  |  |  |  |  | |  |  |  | |  | |  |  | |  |  |  | | H |  | |  | |  |  | |  |  | |  | |  | |  |
| 外国新闻史 |  |  |  |  |  | |  |  |  | |  | |  |  | |  |  |  | | H |  | |  | |  |  | |  |  | |  | |  | |  |
| 新闻作品与案例 |  |  |  |  |  | |  |  |  | |  | |  |  | |  |  |  | | H |  | |  | |  |  | |  |  | |  | |  | |  |
| 新闻评论与写作 |  |  |  |  |  | |  |  |  | |  | |  |  | |  |  |  | | H |  | |  | |  |  | |  |  | |  | |  | |  |
| 新闻采访与写作 |  |  |  |  |  | |  |  |  | |  | |  |  | |  |  |  | | H |  | |  | |  |  | |  |  | |  | |  | |  |
| 媒介批评 |  |  |  |  |  | |  |  |  | |  | |  |  | |  | H |  | | M |  | |  | |  |  | |  |  | |  | |  | |  |
| 新闻政策与法规 |  |  |  |  |  | |  |  |  | |  | |  |  | |  | H |  | | M |  | |  | |  |  | |  |  | |  | |  | |  |
| 新媒体新闻写作 |  |  |  |  |  | |  |  |  | |  | |  |  | |  |  |  | | H |  | |  | |  |  | |  |  | |  | |  | |  |
| 比较新闻学专题 |  |  |  |  |  | |  |  |  | |  | |  |  | |  |  |  | | H |  | |  | |  |  | |  |  | |  | |  | |  |
| 新闻前沿 |  |  |  |  |  | |  |  |  | |  | |  |  | |  |  |  | |  |  | |  | | H |  | | M |  | |  | |  | |  |
| 新闻传播学经典著作选读 |  |  |  |  |  | |  |  |  | |  | |  |  | |  |  |  | | H |  | |  | | M |  | |  |  | |  | |  | |  |
| 广告专业课程实习 |  |  |  |  |  | |  |  |  | |  | |  |  | |  |  |  | |  |  | |  | |  | H | |  |  | |  | | M | |  |
| 广告专业认识实习 |  |  |  |  |  | |  |  |  | |  | |  |  | |  |  |  | |  |  | |  | |  | H | |  |  | |  | | M | |  |
| 广告专业毕业实习 |  |  |  |  |  | |  |  |  | |  | |  |  | |  |  |  | |  |  | |  | |  | H | |  |  | |  | | M | |  |
| 广告专业毕业（设计）论文(A) |  |  |  |  |  | |  |  |  | |  | |  |  | |  |  |  | |  |  | |  | |  | H | |  |  | |  | | M | |  |

注：符号H、M、L分别表示各门必修课程对毕业要求的支撑强度，H—强，M—中，L—弱。