

# 广 告 学

## 一、培养目标

本专业主要培养系统掌握广告学基础理论和实务技能，具备良好的政治与道德素质、扎实的专业知识功底、较强的实践与创新能力，具有市场意识和国际视野，了解融媒体广告和整合营销传播运作流程，熟悉品牌传播与管理，适合从事广告调研、创意策划、媒介策略、设计制作、活动执行与广告研究等工作的应用型、复合型、创新型人才。

## 二、基本规格要求

**素质要求：**具有较高人文社会科学素养及基础性自然科学素养；具备开拓精神、创新精神、团队合作精神、职业道德意识和法制观念；能熟练掌握现代广告学的基本原理、基本理论、基本方法和基本技能；了解本学科的新发展、新成就，能较快融入社会工作环境；能因应由新思想、新技术、新方法、新环境带来的各种变化和挑战；具有健康的体魄和心理。

**能力要求：**具备广告策划能力、广告调研与统计能力、广告创意与设计能力、广告文案写作能力、媒介策划与融合能力、广告经营管理能力、中外语言文字表达能力与沟通能力。

**知识要求：**了解本专业所需的系统的营销学、传播学、心理学、社会学、艺术学等人文社科知识；了解本专业所需的信息科学、软件学等必要的自然科学知识；掌握市场调研、广告传播、广告运作、广告设计、摄像摄影、影视制作、网络设计、媒体运营、广告管理等专业知识。

## 三、培养特色

本专业深刻把握新闻学作为应用学科的基本特点，贯彻“拓宽基础，加强实践，培养素质，提高能力”的人才培养方针，坚持基础与实践并重，重视素质和能力的培养，强调理论教学与实践教学相结合，使学生能策划能创作，融合传统与新型营销传播工具，在内容营销与影视广告方面独具特色。

## 四、学制、毕业基本要求及学位授予

1. 本科基本学制 4 年，弹性学习年限 3—6 年，按照学分管理制度管理。
2. 广告学专业学生毕业最低学分数为 155，其中各类别课程及环节要求学分数如下表：

课程类别	通识必修	学门核心	学类核心	专业核心	专业选修	通识选修	集中实践	合计
学分数	27	21	36	16	21	8	26	155

3. 学生修满规定的必修课、选修课及有关环节，达到规定的最低毕业学分数，并修完规定必修但不记学分的所有课程和环节，德、智、体合格，即可毕业。满足学位授予相关文件要求的，授予文学学士学位。

## 五、课程设置及学分分布

### （一）通识教育课程 [必修 27 + (6) 学分 + 选修 8 学分]

通识教育课程包括必修和选修两部分。通识选修课程按《湖南大学通识选修（文化素质教育）课程方案》实施，通识必修课程如下：

编码	课程名称	学分	备注
GE01101	毛泽东思想和中国特色社会主义理论体系概论	3+ (3)	
GE01039	思想道德修养与法律基础	1.5+ (1.5)	
GE01100	形势与政策	0.5+ (1.5)	
GE01102	中国近现代史纲要	2	
GE01103	马克思主义基本原理 (上)	2	
GE01104	马克思主义基本原理 (下)	2	
GE01012 (-15)	大学英语	8	
GE01088	计算机基本能力测试	0.5	
GE01094	计算机导论与程序设计	2.5	
GE01107 (-13)	心理素质与生涯发展	1	
GE01089 (-92)	体育	4	

## (二) 学门核心课程 (21 学分)

编码	课程名称	学分	备注
JM03011	社会学概论	3	法学院
JM03015	政治学原理	2	法学院
JM03014	西方哲学史	3	岳麓书院
JM03002	中国古代文学作品选	3	文学院
JM03003	中国现当代文学作品选	3	文学院
JM03004	外国文学作品选	3	文学院
JM03012	公共关系学	2	新影院
JM03013	社会心理学	2	马列院

## (三) 学类核心课程 (36 学分)

编码	课程名称	学分	备注
JM04011	新闻学概论	3	
JM04013	传播学概论	3	
JM04001	新闻传播史 (一)	2	
JM04002	新闻传播史 (二)	2	
JM04015	新闻采写 (一)	3	
JM04019	媒介经济学	3	
JM04018	媒介经营管理	3	
JM04012	广告学概论	3	
JM04014	广告策划与创意	3	
JM04017	网络与新媒体概论	2	
JM04016	电视摄像与编辑	3	
JM04021	市场调查与分析	3	
JM04020	新闻传播伦理与法规	3	

## (四) 专业核心课程 (16 学分)

编码	课程名称	学分	备注
JM05002	中外广告史	3	
JM05035	广告文案写作	3	
JM05036	平面广告设计与制作	3	
JM05037	数字广告设计与制作	3	
JM05038	广告经营与管理	2	
JM05039	品牌传播与管理	2	

**(五) 专业选修课程 (21 学分)**

编码	课程名称	学分	备注
JM06079	广告经典案例评析	2	
JM06080	整合营销传播	2	
JM06081	CIS 原理与实务	2	
JM06042	广告研究	2	
JM06082	广告摄影	2	
JM06083	广告媒体策略与投放	2	
JM06084	数字营销传播	2	
JM06085	电视节目包装与编排	2	
JM06059	媒介市场营销	2	
JM06064	新媒体经营	2	
JM06065	媒介活动策划	2	
JM06066	文化创意产业	2	
JM06071	网页设计与制作	2	
JM06068	新媒体数据挖掘与分析	2	
JM06086	数字化影视制作	2	
JM06067	媒介与社会	2	
JM07003	专业英语	2	
JM06056	学术规范与论文写作	1	

注：1. 可跨学院、跨专业选修总学分不超过 10 学的选修课程。

2. 参加学科竞赛获奖可申请学分，经院教学指导委员会评定后按学院相关文件规定给予学分，但不能冲抵本培养方案的各类别课程学分。

**(六) 集中实践 (26 学分)**

编码	课程名称	学分	备注
GE01040	军事训练 (含军事课程)	0	
TF10001	专业研讨与见习	1	新生研讨、广告公司参观体验
GE09030	中文写作实训	1	
GE09002	仿真平台与工具运用实践	1	
TF10002	社会实践 (社会调查)	1	
JM10018	专业实训 1 (整合广告策划工作坊)	2	
JM10019	专业实训 2 (融媒体广告创作工作坊)	2	
JM10015	毕业实习	10	
JM10014	毕业论文 (设计)	8	

**六、课程责任教师一览表**

序号	姓名	职称	学历学位	专业特长	课程 (专业核心、专业选修、通识选修)
1	李正良	教授	硕士	广告策划	广告策划与创意、烦人的广告并不凡
2	崔炼农	教授	博士	新闻史论	新闻传播史 (二)、学术规范与论文写作、新闻心理学
3	彭祝斌	教授	博士	媒介经营管理	媒介经营管理概论
4	向志强	教授	博士	传播理论	传播学概论
5	王国平	教授	博士	媒介经济	媒介经济学

续表

序号	姓名	职称	学历学位	专业特长	课程（专业核心、专业选修、通识选修）
6	莫梅锋	副教授	博士	广告理论	广告学概论、学术规范与论文写作、广告研究
7	胡朝雯	副教授	博士	广告文案	广告文案写作、广告经典案例评析
8	徐琼	副教授	博士	新闻理论	新闻学概论、新闻传播伦理与法规
9	刘社瑞	副教授	学士	媒介经营管理	媒介经营管理概论、媒介人力资源管理、文化创意产业
10	邓向阳	副教授	博士	媒介经济	媒介经济学、媒介与社会、广播电视业经营
11	陶贤都	副教授	博士	科技新闻与科技传播	新闻传播史（一）、新闻报道专题
12	周自祥	讲师	硕士	广告经营	中外广告史、广告经营与管理、品牌传播与管理
13	谭可可	讲师	硕士	广告设计	平面广告设计与制作、数字广告设计与制作、整合营销传播
14	孙起	讲师	博士	新闻理论	公共关系学、媒介批评、新闻学概论
15	孙玉玲	讲师	博士	新媒体经营	网络与新媒体概论、新媒体经营、图书出版经营
16	许静	讲师	博士	广播电视学	广播电视新闻、广播电视节目策划
17	王玮	讲师	博士在读	新闻实务	专业英语、中西新闻报道比较、国际新闻与对外传播、新闻传播伦理与法规
18	谢伟	助教	博士在读	新媒体	数字媒体技术

## 七、专业责任教授

序号	姓名	职称	学历学位	专业特长	专业课程 (专业核心、专业选修、通识选修)
1	李正良	教授	硕士	广告策划	广告策划与创意、烦人的广告并不凡

# Advertising

## I . Educational goal

This major aims to cultivate interdisciplinary and innovative professionals who systematically master advertising basic theories and practical skills, with good political awareness and moral quality, solid professional knowledge, strong ability of practice and innovation, market consciousness and international vision. Furthermore, they should be acquainted with the operation process of convergence media advertising and integrated marketing communications, as well as brand communication and management, so thus they can be able to do such work as advertising survey, creative planning, medium strategy, design and production, event execution and advertising research.

## II . Basic requirements

**Quality requirements:** have high humanities and social science literacy and basic science literacy, with pioneering spirit, innovative spirit, team spirit, professional moral consciousness and legal consciousness; be acquainted with the basic principles, theories, methods and skills of modern advertising; know development and new achievements of this subject and can quickly integrate themselves into social work environment; can adapt to the changes and challenges of new ideas, new technologies, new methods and new environments; have a healthy body and psychology.

**Capability requirements:** be skilled in advertising planning, advertising research and statistics, advertising creation and design, advertising copy writing, media planning and integration, advertising management, and expression and communication with both Chinese and foreign languages.

**Knowledge requirements:** be systematically acquainted with necessary knowledge of such fields as marketing, communication, psychology, sociology, and art, and social science knowledge of informatics, software and so on; grasp the professional knowledge of market research, advertising communication, advertising operation, advertising design, photography, film and television production, network design, media operations, advertising management and so forth.

## III . Education features

As journalism is an applied subject, we adhere to the talent cultivating principle “widening students’ basic knowledge, enhancing their quality, and improving their abilities”, give equal importance to basic knowledge and practice, attach great weight to quality and ability education, emphasize the combination of theories and practice education, cultivate students’ planning and innovation abilities, and integrate traditional and modern marketing communication tools, thus to develop unique features in terms of content marketing and film and television advertising.

## IV . Length of schooling, basic requirements of graduation and degree granting

1. The basic length of undergraduate is 4 years, and the flexible length is 3 to 6 years based on the credit system.

2. The minimum requirement is a total of 155 credits before graduation. The required credits of

the courses are as follows:

Courses Type	Required General education courses	Introductory Major courses	Major survey core courses	Required core courses	Restricted electives	General education electives	Intensive practice	Total
Credits	27	21	36	16	21	8	26	155

3. Before graduation, the students must take the compulsory and optional courses and related links specified in the education scheme, and achieve the minimum graduation credits and complete all the compulsory courses and links without credits, in the context that they are qualified in moral, intellectual and physical development. And meanwhile, they can be granted the Bachelor Degree of Arts if they meet the requirements of related documents.

## V. Courses and credits distribution

1. General Education Courses (required 27 + (6) + elective 8 credits)

The general education courses consist of required courses and elective courses. General education electives are designed according to the *Curriculum Design of General Education Electives of Hunan University*. Required general education courses are illustrated in the following table.

Code	Course Title	Credit(s)	Remarks
GE01101	Introduction to Maoism and Theoretical System of Socialism with Chinese Characteristics	3 + (3)	
GE01039	Moral Cultivation and Law Basics	1.5 + (1.5)	
GE01100	Current Situation and Policies	0.5 + (1.5)	
GE01102	Outline of Modern Chinese History	2	
GE01103	Fundamentals of Marxism I	2	
GE01104	Fundamentals of Marxism II	2	
GE01012(-15)	College English	8	
GE01088	Computer Proficiency Test	0.5	
GE01094	Introduction to Computer Science and Programming	2.5	
GE01107(-13)	Psychological Health & Career Planning	1	
GE01089(-92)	Physical Education	4	

2. A-type Core Courses (21 credits)

Code	Courses	Credit(s)	Remarks
JM03011	Introduction to Sociology	3	Law School
JM03015	Principles of Political Science	2	Law School
JM03014	A History of Western Philosophy	3	Yuelu Academy
JM03002	Selected Readings of Ancient Chinese Literary Work	3	College of Chinese Language and Literature
JM03003	Chinese Modern and Contemporary Literary Works	3	College of Chinese Language and Literature
JM03004	Selected Translations of Foreign Literary Works	3	College of Chinese Language and Literature
JM03012	Public Relations	2	College of Journalism and Communication & Film and Television Arts
JM03013	Social Psychology	2	College of marxism studies

## 3. B-type Core Courses (36 credits)

Code	Courses	Credit(s)	Remarks
JM04011	Introduction to Journalism	3	
JM04013	Introduction to Communication	3	
JM04001	History of Journalism and Communication (I)	2	
JM04002	History of Journalism and Communication II	2	
JM04015	News Collecting and Writing (I)	3	
JM04019	Media Economics	3	
JM04018	Media Operation and Management	3	
JM04012	Introduction to Advertising	3	
JM04014	Advertising Planning and Innovation	3	
JM04017	Introduction to Network and New Media	2	
JM04016	TV Shooting and Editing	3	
JM04021	Media Market Survey and Analysis	3	
JM04020	Ethics and Laws of Journalism and Communication	3	

## 4. Major Core Courses (16 credits)

Code	Courses	Credit(s)	Remarks
JM05002	The History of Chinese and Foreign Advertising	3	
JM05035	Ad Copy Writing	3	
JM05036	Print Advertising Design and Production	3	
JM05037	Digital Advertising Design and Production	3	
JM05038	Advertising Operation and Management	2	
JM05039	Brand Communication and Management	2	

## 5. Optional Courses (21 credits)

Code	Courses	Credit(s)	Remarks
JM06079	Analysis of Advertising Typical Cases	2	
JM06080	Integrated Marketing and Communication	2	
JM06081	CIS Theory and Practice	2	
JM06042	Advertising Research	2	
JM06082	Advertising Photography	2	
JM06083	Advertising Media Strategies and Delivery	2	
JM06084	Digital Marketing and Communication	2	
JM06085	TV Program Packaging and Scheduling	2	
JM06059	Medium Marketing	2	
JM06064	New Media Operation	2	
JM06065	Medium Event Planning	2	
JM06066	Cultural Creative Industry	2	
JM06071	Web Design and Production	2	
JM06068	New Media Data Mining and Analysis	2	
JM06086	Digital Film and Television Production	2	
JM06067	Media and Society	2	
JM07003	Specialized English	2	
JM06056	Academic Writing	1	

Note: 1. Students can register for optional courses offered by other colleges and schools of Hunan University, but the total credits thus earned should be not more than 10 credits.

2. Students who win major-related contest prizes can apply for credits, and after the Advisory Committee on the Teaching Affairs of our school reviews and approves of the application, credits will be awarded in accordance with relevant regulations. The credits thus awarded cannot be used to offset those required by the Degree Programs of our school.

## 6. Centralized Practice (26 credits)

Code	Courses	Credit(s)	Remarks
GE01040	Military Training (including military courses)	0	
TF10001	Professional Trainee (Visiting advertising companies)	1	
GE09030	Chinese Writing Training	1	
GE09002	Simulation Platform and Applications	1	
TF10002	Social Practice	1	
JM10018	Professional Training I	2	
JM10019	Professional Training II	2	
JM10015	Graduation Practice	10	
JM10014	Graduation Thesis (design)	8	

## VI. Teachers and courses

No.	Name	Title	Degree	Specialty	Courses (Core Major Courses, Optional Major Courses and Optional General Education Courses)
1	Li Zhengliang	Professor	Master	Advertising Planning	Advertising Planning and Creation, Boring yet Uncommon Ads
2	Cui Liannong	Professor	Doctor	Journalism History	History of Journalism and Communication II, Academic Norms and Essay Writing, Journalism Psychology
3	Peng Zhubin	Professor	Doctor	Medium Operation and Management	Introduction to Medium Operation and Management
4	Xiang Zhiqiang	Professor	Doctor	Communication Theories	Introduction to Communication
5	Wang Guoping	Professor	Doctor	Medium Economy	Medium Economics
6	Mo Meifeng	Associate Professor	Doctor	Advertising Theories	Introduction to Advertising, Academic Norms and Essay Writing, Research on Advertising
7	Hu Chaowen	Associate Professor	Doctor	Advertising Copy	Advertising Copy Writing, Analysis on Typical Ad Cases
8	Xu Qiong	Associate Professor	Doctor	Journalism Theory	Introduction to Journalism, Journalism and Communication Ethics and Laws
9	Liu Sherui	Associate Professor	Bachelor	Medium Operation and Management	Introduction to Media Operation and Management, Medium Human Resources Management, Cultural Creative Industry
10	Deng Xiangyang	Associate Professor	Doctor	Medium Economy	Medium Economics, Media and Society, Operation of Radio-television Industry
11	Tao Xiandu	Associate Professor	Doctor	Science and Technology News and Science and Technology Communication	History of Journalism and Communication (I), News Special Report



Cont

No.	Name	Title	Degree	Specialty	Courses (Core Major Courses, Optional Major Courses and Optional General Education Courses)
12	Zhou Zixiang	Lecturer	Master	Advertising Operation	Advertising History at Home and Abroad, Advertising Operation and Management, Brand Communication and Management
13	Tan Keke	Lecturer	Master	Advertising Design	Print Advertising Design and Production, Digital Advertising Design and Production, Integrated Marketing Communication
14	Sun Qi	Lecturer	Doctor	Journalism Theory	Public Relations, Medium Criticism, Introduction to Journalism
15	Sun Yuling	Lecturer	Doctor	New Media Operation	Introduction to Network and New Media, New Media Operation, Book Publishing Operation
16	Xu Jing	Lecturer	Doctor	Broadcasting and Television Science	Broadcasting and Television News, Broadcasting and Television Program Planning
17	Wang Wei	Lecturer	Ph. D candidate	Journalism Practice	Professional English, A Comparison between Chinese and Western Journalism, International Journalism and Communication, Ethics and Laws of Journalism and Communication
18	Xie Wei	Teaching Assistant	Ph. D candidate	New Media	Digital Media Technology

## VII. Responsible professor

No.	Name	Title	Degree	Specialty	Courses
1	Li Zhengliang	Professor	Master	Advertising Planning	Advertising Planning and Creation, Boring yet Uncommon Ads

(翻译人: 张小勇)