

**Advertising and Strategic Marketing Department Courses Outline**  
**for All Students Entering in 2025-26 Academic Year**

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| Label of Courses                          | Course Code | Course                         | Year Offered | Semester of Offered | Course Type | Credits | Hours | class | Lab | Course Credit Type | Note     |
|-------------------------------------------|-------------|--------------------------------|--------------|---------------------|-------------|---------|-------|-------|-----|--------------------|----------|
| Required Courses-Advertising Basic Course | 31115       | Multimedia basic Technology    | Freshman     | Previous            | Required    | 3       | 3     | 3     | 0   | First Semester     |          |
| Elective Courses-Advertising Basic Course | 31116       | Multimedia Advanced Technology | Freshman     | Next                | Required    | 3       | 3     | 3     | 0   | Second Semester    | Elective |
| Required Courses-Advertising Basic Course | 33138       | Principles of Communication    | Sophomore    | Next                | Required    | 3       | 3     | 3     | 0   | Second Semester    |          |
| Required Courses-Advertising Basic Course | 33137       | Communication Research Methods | Sophomore    | Previous            | Required    | 3       | 3     | 3     | 0   | First Semester     |          |
| Required Courses-Advertising Basic Course | 33328       | Communication Practices ( I )  | Junior       | Previous            | Required    | 3       | 3     | 3     | 0   | First Semester     |          |
| Required Courses-Advertising Basic Course | 33329       | Communication Practices ( II ) | Junior       | Next                | Required    | 3       | 3     | 3     | 0   | Second Semester    |          |
| Required Courses-Advertising Basic Course | 26101       | Advertising                    | Freshman     | Previous            | Required    | 3       | 3     | 3     | 0   | First Semester     |          |
| Required Courses-Advertising Basic Course | 26202       | Omni media storytelling        | Sophomore    | Previous            | Required    | 2       | 2     | 2     | 0   | First Semester     |          |
| Required Courses-Advertising Basic Course | 26203       | Marketing                      | Sophomore    | Previous            | Required    | 3       | 3     | 3     | 0   | First Semester     |          |
| Required Courses-Advertising Basic Course | 34112       | Public Relations               | Freshman     | Next                | Required    | 2       | 2     | 2     | 0   | Second Semester    |          |
| Required Courses-Advertising Basic Course | 34114       | Practices in Photography       | Freshman     | Next                | Required    | 2       | 2     | 2     | 0   | Second Semester    |          |
| Required Courses-Advertising Basic Course | 26205       | Consumer Insight               | Sophomore    | Next                | Required    | 3       | 3     | 3     | 0   | Second Semester    |          |
| Required Courses-Advertising Basic Course | 34223       | Advertising Creativity         | Sophomore    | Previous            | Required    | 2       | 2     | 2     | 0   | First Semester     |          |
| Required Courses-Advertising Basic Course | 26204       | Advertising Copywriting        | Sophomore    | Next                | Required    | 3       | 3     | 3     | 0   | Second Semester    |          |

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| Required Courses-Advertising Basic Course  | 26304       | Strategic Brand Management              | Junior       | Next                | Required    | 3       | 3     | 3     | 0   | Second Semester    |          |
| Required Courses-Advertising Basic Course  | 26302       | Media Planning and Purchasing           | Junior       | Previous            | Required    | 3       | 3     | 3     | 0   | First Semester     |          |
| Required Courses-Advertising Basic Course  | 26303       | Integrated Marketing Communications     | Junior       | Previous            | Required    | 3       | 3     | 3     | 0   | First Semester     |          |
| Required Courses-Advertising Basic Course  | 26305       | Graduation Project (I)                  | Junior       | Next                | Required    | 0       | 2     | 2     | 0   | Second Semester    |          |
| Required Courses-Advertising Basic Course  | 34339       | Advertising Design                      | Junior       | Previous            | Required    | 2       | 2     | 2     | 0   | First Semester     |          |
| Required Courses-Advertising Basic Course  | 34346       | Special Lecture Series                  | Sophomore    | Next                | Required    | 2       | 2     | 2     | 0   | Second Semester    |          |
| Elective Courses--Marketing and Management | 26401       | Advertising and Marketing Research      | Senior       | Previous            | Required    | 3       | 3     | 3     | 0   | First Semester     |          |
| Required Courses-Advertising Basic         | 26402       | Graduation Project ( II )               | Senior       | Previous            | Required    | 2       | 2     | 2     | 0   | First Semester     |          |
| Elective Courses-Communication Theory      | 26237       | Communication Ethics and Regulations    | Sophomore    | Previous            | Elective    | 2       | 2     | 2     | 0   | First Semester     |          |
| Elective Courses-Communication Theory      | 34130       | Economics                               | Freshman     | Next                | Elective    | 2       | 2     | 2     | 0   | Second Semester    | Elective |
| Elective Courses-Communication Theory      | 34131       | Psychology                              | Freshman     | Previous            | Elective    | 2       | 2     | 2     | 0   | First Semester     |          |
| Elective Courses-Marketing and Management  | 34132       | Public Speaking and Presentation Skills | Sophomore    | Next                | Elective    | 2       | 2     | 2     | 0   | Second Semester    |          |
| Elective Courses-Marketing and Management  | 34133       | Persuasion Communication                | Freshman     | Previous            | Elective    | 2       | 2     | 2     | 0   | First Semester     |          |
| Elective Courses-Marketing and Management  | 26131       | Aesthetics of Editing                   | Freshman     | Next                | Elective    | 2       | 2     | 2     | 0   | Second Semester    |          |

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|-------------------------------------------|-------------|----------------------------------------------------|--------------|---------------------|-------------|---------|-------|-------|-----|--------------------|------|
| Elective Courses-Advertising Basic Course | 26206       | Management                                         | Sophomore    | Next                | Required    | 3       | 3     | 3     | 0   | Second Semester    |      |
| Elective Courses-Marketing and Management | 26235       | Writing for Public Relations                       | Sophomore    | Previous            | Elective    | 3       | 3     | 3     | 0   | First Semester     |      |
| Elective Courses-Marketing and Management | 26238       | Public Relations Strategy                          | Sophomore    | Next                | Elective    | 3       | 3     | 3     | 0   | Second Semester    |      |
| Elective Courses-Marketing and Management | 26234       | Commercial Photography                             | Sophomore    | Previous            | Elective    | 3       | 3     | 3     | 0   | First Semester     |      |
| Elective Courses-Marketing and Management | 26239       | Script creation of multimedia                      | Sophomore    | Next                | Elective    | 3       | 3     | 3     | 0   | Second Semester    |      |
| Elective Courses-Marketing and Management | 26240       | Micro-Film Production                              | Sophomore    | Next                | Elective    | 3       | 3     | 3     | 0   | Second Semester    |      |
| Elective Courses-Marketing and Management | 26233       | Culture and Economy                                | Sophomore    | Next                | Elective    | 2       | 2     | 2     | 0   | Second Semester    |      |
| Elective Courses-Marketing and Management | 26334       | Marketing in Creative and Cultural Industries      | Junior       | Previous            | Elective    | 3       | 3     | 3     | 0   | First Semester     |      |
| Elective Courses-Marketing and Management | 26339       | Advanced Advertising Creativity and Production     | Junior       | Next                | Elective    | 3       | 3     | 3     | 0   | Second Semester    |      |
| Elective Courses-Marketing and Management | 26340       | Special Topics in Cultural and Creative Industries | Junior       | Next                | Elective    | 3       | 3     | 3     | 0   | Second Semester    |      |
| Elective Courses-Marketing and Management | 26335       | Social Marketing                                   | Junior       | Previous            | Elective    | 3       | 3     | 3     | 0   | First Semester     |      |
| Elective Courses-Marketing and Management | 26331       | Language of the lens                               | Junior       | Next                | Elective    | 2       | 2     | 2     | 0   | Second Semester    |      |
| Elective Courses-Marketing and Management | 26333       | Marketing Technology                               | Junior       | Next                | Elective    | 3       | 3     | 3     | 0   | Second Semester    |      |
| Elective Courses-Marketing and Management | 26341       | Innovative and Creative                            | Junior       | Next                | Elective    | 3       | 3     | 3     | 0   | Second Semester    |      |

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|-------------------------------------------|-------------|--------------------------------------------|--------------|---------------------|-------------|---------|-------|-------|-----|--------------------|----------|
| Elective Courses-Marketing and Management | 26421       | Digital marketing practice                 | Senior       | Previous            | Elective    | 3       | 3     | 3     | 0   | First Semester     |          |
| Elective Courses-Marketing and Management | 26425       | Advertising Strategy and Planning          | Senior       | Previous            | Elective    | 3       | 3     | 3     | 0   | First Semester     |          |
| Elective Courses-Marketing and Management | 26336       | Case Studies in Public Relations           | Junior       | Next                | Elective    | 3       | 3     | 3     | 0   | Second Semester    |          |
| Elective Courses-Marketing and Management | 26337       | New Media for Marketing                    | Junior       | Next                | Elective    | 3       | 3     | 3     | 0   | Second Semester    |          |
| Elective Courses-Marketing and Management | 34341       | Statistics in Communication Research       | Junior       | Previous            | Elective    | 2       | 2     | 2     | 0   | First Semester     | Elective |
| Elective Courses-Marketing and Management | 26338       | Data Mining                                | Junior       | Next                | Elective    | 3       | 3     | 3     | 0   | Second Semester    |          |
| Elective Courses-Marketing and Management | 34421       | Media Internship ( I )                     | Senior       | Previous            | Elective    | 2       | 2     | 2     | 0   | First Semester     |          |
| Elective Courses-Marketing and Management | 34422       | Media Internship ( II )                    | Senior       | Next                | Elective    | 2       | 2     | 2     | 0   | Second Semester    |          |
| Elective Courses-Marketing and Management | 26426       | Political and Public Relations             | Senior       | Previous            | Elective    | 3       | 3     | 3     | 0   | First Semester     |          |
| Elective Courses-Marketing and Management | 26429       | Digital Media Production                   | Senior       | Next                | Elective    | 3       | 3     | 3     | 0   | Second Semester    |          |
| Elective Courses-Marketing and Management | 26430       | International Advertising and Marketing    | Senior       | Next                | Elective    | 3       | 3     | 3     | 0   | Second Semester    |          |
| Elective Courses-Marketing and Management | 26427       | Customer Relationship Management           | Senior       | Previous            | Elective    | 3       | 3     | 3     | 0   | First Semester     |          |
| Elective Courses-Marketing and Management | 26428       | Advertising and Commercial Film Production | Senior       | Previous            | Elective    | 3       | 3     | 3     | 0   | First Semester     |          |

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|-----------------------------------------------|-------------|---------------------------------|--------------|---------------------|-------------|---------|-------|-------|-----|--------------------|----------|
| Elective Courses-Radio and TV News production | 32101       | Visual Communication            | Freshman     | Previous            | Elective    | 2       | 2     | 2     | 0   | First Semester     | Elective |
| Elective Courses-Radio and TV News production | 33135       | News Reporting and Writing      | Freshman     | Previous            | Elective    | 3       | 3     | 3     | 0   | First Semester     | Elective |
| Elective Courses-Radio and TV News production | 33136       | Content Production System       | Freshman     | Next                | Elective    | 3       | 3     | 3     | 0   | Second Semester    | Elective |
| Elective Courses-Digital Communication        | 26241       | Web Design                      | Sophomore    | Next                | Elective    | 3       | 3     | 3     | 0   | Second Semester    |          |
| Elective Courses-Digital Communication        | 26242       | Computer Graphics               | Sophomore    | Previous            | Elective    | 3       | 3     | 3     | 0   | First Semester     | Elective |
| Elective Courses-Digital Communication        | 26236       | Digital Effects Production      | Sophomore    | Previous            | Elective    | 3       | 3     | 3     | 0   | First Semester     |          |
| Elective Courses-Marketing and Management     | 26488       | Seminar or Industry Practice    | Senior       | Next                | Elective    | 3       | 3     | 3     | 0   | Second Semester    |          |
| Elective Courses-Marketing and Management     | 26435       | Advanced Communication Practice | Senior       | Next                | Elective    | 2       | 2     | 2     | 0   | First Semester     | Elective |

### Academic Regulations

- In accordance with the General Provisions for Study, undergraduate students need to meet the university-wide basic competencies of English, Information Technology, Chinese, and Sports, and pass the core competencies of their department to be eligible for graduation.
- Among the 12 university-designated required General Education credits, students must take one course from the Core Courses in the three areas: " Humanities," " Social Sciences," and " Natural Sciences " (2 credits each), and one course from the Interdisciplinary Exploration course group in the newly established " Interdisciplinary Exploration and Self-directed study" area (3 credits). In total, students must take 4 courses. and accumulating 9 credits. Students must select 2 elective courses from the Extended Courses in the " Humanities," " Social Sciences," and " Natural Sciences " areas, and the self-directed study courses under the “Interdisciplinary Exploration and Self-directed study” area. These 2 courses must not be from the same area, and at least 3 credits in total. Additional course credits earned in General Education courses are not counted toward graduation.
- The elective courses in this course outline can be applied retroactively to students who enrolled the university prior to the 2025-26 academic year.
- Courses from Teacher Education Program can be counted towards elective credits from outside the department, with a maximum recognition limit of 8 credits.

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5. General Education courses related to Communication (such as Media Literacy) cannot be counted towards graduation credits.
6. All courses listed on the curriculum framework of each academic year by the School or the department (including those listed prior to any department name changes) are recognized as professional elective courses for the department. These courses can be applied retroactively to students who enrolled before the 2025-26 academic year.
7. Credits from interdisciplinary Focused Course Programs not listed in the graduation curriculum framework can be recognized as credits from other departments.
8. Economics, Statistics in Communication Research, Visual Communication, Computer Graphics, News Reporting and Writing, Content Production System, Multimedia Advanced Technology and Advanced Communication Practice are the required elective courses for this department. With the exception of Advanced Communication Practice, which is covered under the enforcement rules for Fundamental Professional Competence Standards of the Department of Advertising and Strategic Marketing, students who fail these courses are not required to retake them, and this will not affect their graduation.
9. Graduating students and students in extended study period who did not pass required courses of Physical Education can waive a maximum of two (2) required Physical Education courses by passing Comprehensive Physical Education I and Comprehensive Physical Education II. This regulation is applicable for those admitted in and prior to 2020-21 academic year.
10. Foreign students, overseas Chinese students, Hong Kong students and Macao students may select the following courses to waive “Chinese Literature: Appreciation and Creative Writing I and II” once the related test confirms that they have insufficient Chinese ability: “Basic Mandarin I and II” or “Chinese Literature I and II”. This may also be retroactively applied to students who entered the university prior to the 2023-24 academic year.