COURSE DETAIL

ADVERTISING PLANNING AND CREATIVITY
Country China
Host Institution Peking University, Beijing
Program(s) Peking University
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Film & Media Studies
UCEAP Course Number 160
UCEAP Course Suffix
UCEAP Official Title ADVERTISING PLANNING AND CREATIVITY
UCEAP Transcript Title ADVERT PLAN & CREAT
UCEAP Quarter Units 4.50
UCEAP Semester Units 3.00

Course Description

Advertsing planning and creativity is a basic course for undergraduates majoring in advertising. The teacher will be combined with professional features of the class to design the course, including theoretical lectures, after-school exercises and layout arrangements for the group and guidance from the teacher. Courses using multimedia teaching, guide students study in the unique context of contemporary advertising creativity in China, such as the creative and copy in the advertising practice, advertising and creative industries, creative thinking and its expression, to lead the students to research thinking.

Language(s) of Instruction
Chinese

Host Institution Course Number
01834260

Host Institution Course Title
ADVERTISING PLANNING AND CREATIVITY

Host Institution Course Details
https://drive.google.com/file/d/1HNHaggCcCQLXkJVm-LAFlMnn4dpD2JQb/view?usp=driv...

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Course Last Reviewed
2024-2025

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