

## 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

Advertising 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 Campus

### Host Institution Faculty

### Host Institution Degree

### Host Institution Department

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