

# Public Relations

(Grade 2022)

Course code: 120409T

## I. Cultivation Objectives

### 1. General cultivation objective

This program cultivates complex public relations application-oriented talents with deep humanistic background, solid professional knowledge, broad international perspective, innovative spirit and practical ability, who are able to engage in information communication, relationship coordination and image management of various organizations; with strong logical thinking, planning ability, certain coordination, organization and management ability, good communication and social skills.

### 2. Objective of value guidance

The program aims to nurture socialist builders and successors who love the motherland, have good overall development in moral, intellectual, physical, aesthetic and labour aspects, and possess excellent political consciousness, good scientific literacy, sound social personality and a positive attitude towards life.

### 3. Five years after graduation, students in this program should achieve the following objectives:

- (1) Have sustainable values and a sense of social responsibility and adhere to the code of practice.
- (2) Have the research, planning and consultation, communication and copywriting skills required to work in the field of public relations.
- (3) Have good team communication and certain leadership skills to organize and implement projects related to public relations, etc.
- (4) Have the pursuit and ability of lifelong learning, an international perspective and the ability to adapt continuously to a changing natural and social environment.
- (5) Have a strong physical and mental stability that will enable them to carry the burden of society for decades to come.

## II. Graduation requirements

**1. Morality and Ethics:** Have solid basic theoretical knowledge and professional skills in Investment, master basic research methods in the field of financial investment, and understand the latest developments and development trends in the Program of Investment and related fields.

1.1 Have humanities and social science literacy, understand national and social conditions, defend national interests and have a sense of responsibility to promote social progress.

1.2 Be familiar with the basic lines, guidelines and policies of the Party and the State, master the basic policies and relevant regulations on China's opening up to the outside world, and practise the core values of socialism.

1.3 Have the concept of low carbon, energy saving and environmental protection to promote sustainable economic and social development.

1.4 Be familiar with national policies, laws and regulations relating to the field of public relations and familiar with public relations industry codes.

**2. Professional knowledge:** Have solid basic knowledge, professional knowledge and professional skills, master the basic research methods of the profession, and understand the latest developments and development trends of the profession and related fields.

2.1 Have a solid grounding in communication and management.

2.2 Have systematic knowledge of the theoretical framework and knowledge system of Public Relations.

2.3 Be familiar with the basic principles and methods of Public Relations.

2.4 Keep abreast of the latest developments and trends in the field of public relations.

**3. Ability to innovate:** Have the ability to think logically and creatively, ability to identify, discern and evaluate phenomena and problems in the profession and related fields, and to form personal judgements and opinions.

3.1 Have the ability to think critically and professional sensitivity to identify, discern, question and evaluate phenomena and issues in the professional field and to express personal opinions.

3.2 Have creative consciousness and ability to respond to changing market conditions and to develop innovative ideas and practices.

**4. Ability to use knowledge:** Have the ability to solve complex problems, ability to research and analyse complex problems in the field of expertise and propose corresponding countermeasures or solutions.

4.1 Be able to research and analyse complex issues of communication strategy, creativity, public analysis and communication effectiveness in public relations.

4.2 Be able to propose appropriate responses or solutions to complex problems in their specialism.

**5. Ability to use Information:** Have the ability to use information technology, ability to apply modern information technology tools and instruments appropriately to solve practical problems.

5.1 Be able to use advanced information technology tools to explore and analyse public opinion data, thereby providing technical support for public relations planning.

5.2 Be skilled in photography, shooting short videos and editing, operating and managing new media public websites.

**6. Communication:** Have excellent communication and presentation skills. Be skilled in communicating effectively with peers and the public, both verbally and in writing.

6.1 Be able to communicate and interact effectively with industry peers and the public on issues in the field of public relations, including designing texts, presenting speeches and responding to concerns.

6.2 Be able to communicate proficiently across cultures.

**7. Teamwork:** Have good teamwork skills, ability to work harmoniously and collaboratively with team members and play an active role in team activities as a member or leader.

7.1 Be able to work proactively and cooperatively with team members and be able to work harmoniously and collaboratively with them and play an active role in team activities.

7.2 Have the ability to organize or lead team activities, to motivate members' morale and lead team members to growth opportunities.

7.3 Have the ability to work in international teams.

**8. International perspective:** Have an international perspective and understanding. Have understanding of international developments, concern for global issues, understanding and respect for the differences and diversity of the world's different cultures.

8.1 Be fluent in English and able to work proficiently in English.

8.2 Have an international perspective and understanding, with an interest in international public relations dynamics and global communications management issues.

8.3 Understand and appreciate that there are certain differences between cultures and be able to adapt to living and working in a different cultural environment.

8.4 Be familiar with general guidelines for international public relations.

**9. Learning and Development:** Have a sense of lifelong learning and the ability to self-manage and learn independently, and the ability to adapt to social and personal sustainable development through continuous learning.

- 9.1 Recognize the need for continuous exploration and learning and have a sense of independent and lifelong learning.
- 9.2 Have a knowledge base for lifelong learning, an understanding of independent learning methods, and an understanding of ways to expand knowledge and competencies.
- 9.3 Be able to adopt appropriate methods for personal or professional development needs, learn independently and adapt to development.

### III. Schooling System

Four years.

### IV. Length of Study

Flexible study period, generally four years, the minimum length of flexibility is not less than three years, the longest not more than six years.

### V. Requirements for Graduation and Degree Conferring

To graduate, students must complete the minimum number of credits required by the Instructive Cultivation Plan for each category of study, and all the content required by the Extracurricular Class, with a total of 155 credits. A Bachelor's degree in Management will be awarded to those who meet the requirements for the award of a Bachelor's degree.

### VI. Discipline

Management, Public Relations, Communication.

### VII. Core Courses

Management, Principles of Political Science, Public Ethics, Public Relations, Communication, Marketing, Public Relations Language and Writing (Chinese), Public Relations Practice and Cases, Crisis Management.

### VIII. Course Structure and Course Hours (excluding Extracurricular Class)

Category	Total Credit	%	Total Course Hours	Theory Learning	Practical Training
Public Fundamental Course	40.5	26	784	704	80
General Education	10	7	160	160	0
Professional Fundamental Course	40	26	640	508	132
Professional Course	37	24	592	340	252
Professional Practice	26.5	17	784	0	784
Total	154	100	2960	1712	1248
<b>Theory:Practical</b>	58: 42				

### IX. Teaching schedule (1)

Category	Type	Provided by	Course Code	Course Name	Assessment	Credit	Course Hours	Theory Learning	Practical Training	Recommended semester
Public Fundamental Course	required	School of Marxism	b1080001	Basic Principles of Marxism	test	3	48	42	6	Autumn 1
	required	School of Marxism	b1080009	Ethics and the Rule of Law	non-test	3	48	42	6	Autumn 1
	required	School of Marxism	b1080006	Outline of Modern Chinese History	non-test	3	48	42	6	Spring 1
	required	School of Marxism	b1080004	Introduction to Mao Zedong Thought and the Theoretical System of Socialism with Chinese Characteristics I	test	3	48	42	6	Autumn 2
	required	School of Marxism	b1080007	Introduction to Mao Zedong Thought and the Theoretical System of Socialism with Chinese Characteristics II	test	2	32	28	4	Spring 2
	required	School of Marxism	----	Situation and Policy (Modules 1 to 4)	non-test	2	32	28	4	Autumn 1 to
	required	School of Marxism	b1080008	Labour Education A	non-test	0.5	16	16		Spring 1
	required	College of Arts and Sciences	b1020085	Advanced Mathematics C (English-taught)	test	4	64	64		Autumn 1
	required	College of Arts and Sciences	b1020018	Academic Chinese	non-test	2	32	32		Autumn 1
	required	College of Physical Education	----	Physical Education I to VI	non-test	3	160	160		Autumn 1 to Autumn 4
	required	Others	b1110003	Military skills	non-test	0.5	2W			Autumn 1
	required	College of Arts and Sciences	b1110002	Military theory	non-test	0.5	32	32		Spring 1
	required	Others	b1110004	Mental Health Education for University Students	non-test	2	32	16	16	Spring 1
	required	Engineering Training	b1090001	Basic Engineering Training	non-test	2	32	0	32	Autumn 1
	required	College of Arts and Sciences	b1020003	General English III	test	3	48	48		Autumn 1
	required	College of Arts and Sciences	b1020004	General English IV	test	3	48	48		Spring 1
	required	College of Arts and Sciences	b1020005	General Academic English A	test	2	32	32		Autumn 2
	required	College of Arts and Sciences	---	English Knowledge Expansion	non-test	2	32	32		Spring 2
<b>Subtotal (Public Fundamental Course)</b>						<b>40.5</b>	<b>784</b>	<b>704</b>	<b>80</b>	
General Education	selective	Art Education Center	b0-----	Aesthetic Education	non-test	2	32	32		Autumn, Spring
	selective	Each College	b0-----	Social Sciences and Humanistic Qualities	non-test	4	64	64		Autumn, Spring
				Natural Sciences and Technology Innovation	non-test	4	64	64		Autumn, Spring
<b>Subtotal (General Education)</b>						<b>10</b>	<b>160</b>	<b>160</b>		

## IX. Teaching schedule (2)

Category	Type	Provided by	Course Code	Course Name	Assessment	Credit	Course Hours	Theory Learning	Practical Training	Recommended semester	
Professional Fundamental Course	required	College of Arts and Sciences	b2023033	Principles of Political Science	test	3	48	40	8	Spring 1	
	required	College of Arts and Sciences	b2023010	Management Studies	test	3	48	40	8	Autumn 1	
	required	College of Arts and Sciences	b2023003	Communication Studies	test	3	48	40	8	Spring 1	
	required	College of Arts and Sciences	b2023008	Public Relations	test	3	48	40	8	Autumn 1	
	required	College of Arts and Sciences	b2023040	Marketing	test	3	48	40	8	Autumn 2	
	required	College of Arts and Sciences	b2023059	Introduction to Creative Studies	non-test	3	48	36	12	Spring 1	
	required	College of Arts and Sciences	b2023011	Public Ethics	test	3	48	40	8	Autumn 3	
	required	College of Arts and Sciences	b2023031	Public Relations Language and Writing	test	3	48	32	16	Autumn 2	
	required	College of Arts and Sciences	b2023005	Public Relations Research and Evaluation (English-taught)	non-test	2	32	28	4	Autumn 2	
	required	College of Arts and Sciences	b2023006	Public Relations Practice and Cases	non-test	2	32	28	4	Autumn 3	
	required	College of Arts and Sciences	b2023035	Crisis management	test	3	48	36	12	Spring 3	
	required	College of Arts and Sciences	b2023036	Organizational culture	test	3	48	36	12	Spring 3	
	required	College of Arts and Sciences	b2023037	Advertising	test	3	48	36	12	Spring 2	
	required	College of Arts and Sciences	b2023038	Integrated Marketing Communications	test	3	48	36	12	Spring 3	
<b>Subtotal (Professional Fundamental Course)</b>						<b>40</b>	<b>640</b>	<b>508</b>	<b>132</b>		
Professional Course	required	College of Arts and Sciences		Course module "New Media Communication" (see Schedule 1)							
	required	College of Arts and Sciences		Course module "Creative Culture" (see Schedule 2)							
	<b>subtotal(Required Professional Course)</b>						<b>29</b>	<b>464</b>	<b>276</b>	<b>188</b>	
	selective	College of Arts and Sciences		Course module "New Media Communication " (see Schedule 1)						Autumn 4	
	selective	College of Arts and Sciences		Course module "Creative Culture" (see Schedule 2)						Autumn 4	
	<b>Subtotal (Selective Professional Course)</b>						<b>8</b>	<b>128</b>	<b>64</b>	<b>64</b>	
<b>Subtotal (Professional Course)</b>						<b>37</b>	<b>592</b>	<b>340</b>	<b>252</b>		
Professional Practice	required	College of Arts and Sciences		Course module "New Media Communication" (see Schedule 1)						Summer	
	required	College of Arts and Sciences		Course module "Creative Culture" (see Schedule 2)						Summer	
	<b>Subtotal (Professional Practice)</b>						<b>26.5</b>	<b>784</b>		<b>784</b>	
Extracurricular Class	required	Others	b5110001	Extracurricular Class	non-test	1	-	-	-	Autumn, Spring, Summer	
<b>Total</b>						<b>155</b>	<b>2960</b>	<b>1712</b>	<b>1248</b>		

**Schedule 1 Teaching schedule for "New Media Communications"**

Category	Type	Provided by	Course Code	Course Name	Assessment	Credit	Course Hours	Theory Learning	Practical Training	Recommended semester	
<b>Professional Course</b>	required	College of Arts and Sciences	b2023039	New media communication	test	3	48	36	12	Autumn 2	
	required	College of Arts and Sciences	b2023001	Advanced PR Writing	non-test	2	32	16	16	Spring 3	
	required	College of Arts and Sciences	b2023063	Fusion Journalism	test	2	32	20	12	Spring 2	
	required	College of Arts and Sciences	b2023021	Business Planning	non-test	2	32	20	12	Autumn 3	
	required	College of Arts and Sciences	b2023020	Interpersonal Communication	non-test	2	32	20	12	Spring 3	
	required	College of Arts and Sciences	b2023007	Psychology of Public Relations	test	2	32	20	12	Spring 2	
	required	College of Arts and Sciences	b2023014	Advertising Planning and Creativity	non-test	2	32	20	12	Autumn 3	
	required	College of Arts and Sciences	b2023013	Public Relations Etiquette	non-test	2	32	20	12	Spring 2	
	required	College of Arts and Sciences	b2023034	International Public Relations (English-taught)	non-test	2	32	16	16	Spring 3	
	required	College of Arts and Sciences	b2023043	Cultural and creative industry planning	non-test	2	32	16	16	Autumn 3	
	required	College of Arts and Sciences	b2023050	Web and Interactive Media Design (In Chinese and English)	non-test	2	32	16	16	Autumn 3	
	required	College of Arts and Sciences	b2023044	PR creativity	non-test	2	32	20	12	Spring 3	
	required	College of Arts and Sciences	b2023069	New media content creation	non-test	2	32	16	16	Spring 3	
	<b>Subtotal(Required Professional Course)</b>						<b>29</b>	<b>464</b>	<b>276</b>	<b>188</b>	
	Select different courses in different modules for 8 credits		College of Arts and Sciences	b2023061	Social Media Marketing	non-test	2	32	16	16	Autumn 4
			College of Arts and Sciences	b2023016	Customer Relationship Management	test	2	32	16	16	Autumn 4
			College of Arts and Sciences	b2023018	Brand Planning and Communication	non-test	2	32	16	16	Autumn 4
			College of Arts and Sciences	b2023002	Communication Ethics and Regulation	non-test	2	32	16	16	Autumn 4
			College of Arts and Sciences	b2023004	Service Marketing	non-test	2	32	16	16	Autumn 4
			College of Arts and Sciences	b2023019	Corporate CI Strategy and Application	non-test	2	32	16	16	Autumn 4
		College of Arts and Sciences	b2023027	New Media Information Editor	non-test	2	32	16	16	Autumn 4	
	College of Arts and Sciences	b2023022	Business Negotiations	non-test	2	32	16	16	Autumn 4		
<b>Subtotal (Selective Professional Course)</b>						<b>8</b>	<b>128</b>	<b>64</b>	<b>64</b>		
<b>Subtotal (Professional Course)</b>						<b>37</b>	<b>592</b>	<b>340</b>	<b>252</b>		
<b>Professional Practice</b>	required	College of Arts and Sciences	b4023009	Introduction to a career in public relations	non-test	1	24		24	Autumn 1	
	required	College of Arts and Sciences	b4023003	Cognitive practice in the PR industry	non-test	2	48		48	Summer 1	
	required	College of Arts and Sciences	b4023008	Information survey and analysis	non-test	3	72		72	Summer 1	
	required	College of Arts and Sciences	b4023002	PR project planning	non-test	3	72		72	Summer 2	
	required	College of Arts and Sciences	b4023020	Practice for Brand Planning	non-test	3	72		72	Summer 2	
	required	College of Arts and Sciences	b4023019	Streaming Media Production and Distribution	non-test	3	72		72	Summer 3	
	required	College of Arts and Sciences	b4023005	Comprehensive training of professional ability	non-test	3	72		72	Summer 3	
	required	College of Arts and Sciences	b4000033	the Program of Public Relations Innovation and Entrepreneurship	non-test	2	48		48	Spring 3	
	required	College of Arts and Sciences	b4020002	Labour Education B	non-test	0.5	16		16	Spring 3	
	required	College of Arts and Sciences	b4023011	the Program of Public Relations graduation internship and thesis: new media communication work / Public Relations art thesis (either one)	non-test	6	288		288	Spring 4	
<b>Subtotal (Professional Practice)</b>						<b>26.5</b>	<b>784</b>		<b>784</b>		

## Schedule 2 Teaching schedule for the "Creative Culture"

Category	Type	Provided by	Course Code	Course Name	Assessment	Credit	Course Hours	Theory Learning	Practical Training	Recommended semester	
Professional Course	required	College of Arts and Sciences	b2023039	New media communication	test	3	48	36	12	Autumn 2	
	required	College of Arts and Sciences	b2023046	Culture and Translation (English-taught)	test	2	32	20	12	Autumn 3	
	required	College of Arts and Sciences	b2023014	Advertising Planning and Creativity	non-test	2	32	20	12	Autumn 3	
	required	College of Arts and Sciences	b2023047	Literary Theory and Criticism	test	2	32	20	12	Spring 3	
	required	College of Arts and Sciences	b2023007	Psychology of Public Relations	test	2	32	20	12	Spring 2	
	required	College of Arts and Sciences	b2023068	Media Aesthetics and Cultural Communication (English-taught)	non-test	2	32	20	12	Spring 2	
	required	College of Arts and Sciences	b2023032	Intercultural Thinking Development	non-test	2	32	20	12	Spring 2	
	required	College of Arts and Sciences	b2023055	Poetry Appreciation and Composition	non-test	2	32	16	16	Autumn 3	
	required	College of Arts and Sciences	b2023065	History of Chinese Literature	non-test	2	32	20	12	Spring 3	
	required	College of Arts and Sciences	b2023050	Web and Interactive Media Design (In Chinese and English)	non-test	2	32	16	16	Autumn 3	
	required	College of Arts and Sciences	b2023069	New media content creation	non-test	2	32	16	16	Spring 3	
	required	College of Arts and Sciences	b2023049	Cultural Industries Data Analysis	non-test	2	32	20	12	Spring 3	
	required	College of Arts and Sciences	b2023043	Cultural and creative industry planning	non-test	2	32	16	16	Spring 3	
	<b>Subtotal(Required Professional Course)</b>						<b>29</b>	<b>464</b>	<b>276</b>	<b>188</b>	
	Select different courses in different modules for 8 credits		College of Arts and Sciences	b2023066	Classics of Foreign Literature	non-test	2	32	16	16	Autumn 4
			College of Arts and Sciences	b2023052	Film and television literary creation	non-test	2	32	16	16	Autumn 4
			College of Arts and Sciences	b2023053	Traditional Chinese Culture Classics	non-test	2	32	16	16	Autumn 4
			College of Arts and Sciences	b2023054	Anime Culture and Children's Literature	non-test	2	32	16	16	Autumn 4
			College of Arts and Sciences	b2023019	Corporate CI Strategy and Application	non-test	2	32	16	16	Autumn 4
		College of Arts and Sciences	b2023056	Folk Culture Topics	non-test	2	32	16	16	Autumn 4	
		College of Arts and Sciences	b2023057	Maritime Literature and Culture	non-test	2	32	16	16	Autumn 4	
		College of Arts and Sciences	b2023058	Introduction to Intangible Cultural Heritage	test	2	32	16	16	Autumn 4	
<b>Subtotal (Selective Professional Course)</b>						<b>8</b>	<b>128</b>	<b>64</b>	<b>64</b>		
<b>Subtotal (Professional Course)</b>						<b>37</b>	<b>592</b>	<b>340</b>	<b>252</b>		
Professional Practice	required	College of Arts and Sciences	b4023009	Introduction to a career in public relations	non-test	1	24		24	Autumn 1	
	required	College of Arts and Sciences	b4023013	Creative Writing Workshop I	non-test	2	48		48	Summer 1	
	required	College of Arts and Sciences	b4023014	Practice in cultural and creative enterprises I	non-test	3	72		72	Summer 1	
	required	College of Arts and Sciences	b4023015	Creative Writing Workshop II	non-test	3	72		72	Summer 2	
	required	College of Arts and Sciences	b4023016	Practice in cultural and creative enterprises II	non-test	3	72		72	Summer 2	
	required	College of Arts and Sciences	b4023017	Cultural and Creative Project Planning Workshop	non-test	3	72		72	Summer 3	
	required	College of Arts and Sciences	b4023005	Comprehensive training of professional ability	non-test	3	72		72	Summer 3	
	required	College of Arts and Sciences	b4000033	the Program of Public Relations Innovation and Entrepreneurship	non-test	2	48		48	Spring 3	
	required	College of Arts and Sciences	b4020002	Labour Education B	non-test	0.5	16		16	Spring 3	
	required	College of Arts and Sciences	b4023012	Public Relations graduation internship and graduation design (thesis): Work on new media communications / academic paper on public relations (either one)	non-test	6	288		288	Spring 4	
<b>Subtotal (Professional Practice)</b>						<b>26.5</b>	<b>784</b>		<b>784</b>		

★1. Professional orientation description.

(1) **New Media Communication Direction:** The main focus is to develop students' ability to operate and apply new media for PR and branding.

(2) **Creative Culture Direction:** The main focus is on developing students' public relations writing skills and creative thinking skills.

2. Explanation of the relevance of professional certificates to the course:

Students will be able to sit for professional qualifications related to the subject through courses such as Public Relations, Management, Communication, Corporate Culture and Principles of Political Science.

## X. Prerequisite for Course Study

No.	Course Name	Prerequisite Course	No.	Course Name	Prerequisite Course
1	Public Relations Practice and Cases	Communication Studies	4	Public Ethics	Management Studies
		Public Relations			
		Advertising			
2	New media communication	Communication Studies	5	Advertising Planning and Creativity	Advertising
3	Integrated Marketing Communications	Communication Studies	6	Organizational culture	Public Relations
		Marketing			
		Public Relations			
		Advertising			
		Public Relations			

## XI. Credit of Extracurricular Class

Through taking extracurricular classes, students are encouraged to take part in academic lectures, social practice activities, campus cultural and sports activities, innovative and entrepreneurial activities, voluntary activities, etc. to improve their social adaptability and enhance the competitiveness in the job market. Details are specified in Students' Manual.