

Public Relations

(Grade 2024)

Course code: 120409T

I. Cultivation Objectives

1. General cultivation objective

This program cultivates socialist builders and successors with all-round development in morality, intelligence, physicality, aesthetics and aesthetics, undergraduates with good humanistic literacy, strong new media communication ability, writing ability and planning ability, solid communication skills, and the ability to serve the economic development of Shanghai and the Yangtze River Delta region, and the ability to take up the positions of brand promotion for fashion consumer goods, industrial products and other related positions in the application of PR.

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) Comprehensively developed in morality, intelligence, physique, aesthetics, and labor, with good humanities literacy and an international perspective, possessing values of sustainable development and a sense of social responsibility;
- (2) Possessing strong skills in new media communication technology, copywriting, creative planning, and communication;
- (3) Having excellent team communication abilities and a certain level of leadership, capable of organizing and implementing public relations-related projects;
- (4) Physically and mentally healthy, possessing the awareness and ability for autonomous and lifelong learning, and adapting to the sustainable development of society and individuals through continuous learning.

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, be physically and mentally healthy, and understand the latest developments and development trends in the Program of Investment and related fields.

1.1 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, have an understanding of national, social, and people's conditions and practise the core values of socialism.

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

2. Professional knowledge: Have solid basic knowledge, professional knowledge and professional skills, master the basic research methods of public relations, and understand the latest developments and development trends.

2.1 Have a solid grounding in communication and management.

2.2 Master the basic principles, theories, and practical aspects of public relations..

2.3 Have an understanding of the basic knowledge and frontier applications of digital economy, artificial intelligence, and big data related to one's professional field.

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 public demands and to develop innovative ideas and practices.

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

4.1 Conduct research and analysis on practical issues such as the public's cognition, attitudes, and behaviors towards organizations through literature reviews and social surveys, and draw effective conclusions.

4.2 Based on the dynamics and developmental characteristics of the public relations industry, carry out planning and communication strategies to enhance the organization's popularity and reputation.

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, with a strong awareness of information security.

5.1 Be able to use common office software, big data, and AI tools to mine and analyze public opinion data, thereby providing organizations with consulting, planning, brand promotion, and other services.

5.2 Master photography, short video shooting and editing techniques, operate and manage new media public accounts, and select appropriate media for precise targeting of the intended audience.

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 Have the ability to articulate underlying thoughts well, possess empathy, be adept at listening and observing, and express oneself fluently. Be friendly and patient in verbal expression, and rigorous and standardized in written expression.

6.2 Be capable of handling daily copywriting for public relations practices, as well as copywriting for new media.

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 Have a proficient grasp of English, and be able to competently use English to complete daily tasks in listening, speaking, and writing.

8.2 Pay attention to international public relations dynamics, understand and respect the differences among different cultures, possess international understanding abilities, grasp the laws of international public relations, and be able to work in diverse cultural environments.

9. Sustainable 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 Have awareness and ability for autonomous and lifelong learning, understand ways to expand knowledge and skills, and be able to adopt suitable methods for autonomous learning based on career development needs.

9.2 Maintain good physical and mental health, and adapt to the sustainable development of society and individuals

through continuous learning.

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 158 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, Communication, Public Relations, Marketing, Public Relations Language and Writing (Chinese), Crisis Management, Application of Network and New Media Technologies and Production of Digital Multimedia Works.

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

Category	Total Credit	%	Total Course Hours	Theory Learning	Practical Training
Public Fundamental Course	43.5	28	832	742	90
General Education	10	6	160	160	0
Professional Fundamental Course	32	20	512	408	104
Professional Course	48	31	768	468	300
Professional Practice	23.5	15	712	0	712
Total	157	100	2984	1778	1206
Theory:Practical	50: 40				

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	b1080010	Introduction to Mao Zedong Thought and the Theoretical System of Socialism with Chinese Characteristics	test	3	48	42	6	Autumn 2
	required	School of Marxism	b1080011	Introduction to Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era	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	School of Mathematics, Physics and Statistics	b1020084	Advanced Mathematics C	test	4	64	64		Autumn 1
	required	School of Foreign Languages and	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	Others	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	School of Foreign Languages and	b1020003	General English III	test	3	48	48		Autumn 1
	required	School of Foreign Languages and	b1020004	General English IV	test	3	48	48		Spring 1
	required	School of Foreign Languages and	b1020005	General Academic English A	test	2	32	32		Autumn 2
	required	School of Foreign Languages and	---	English Knowledge Expansion	non-test	2	32	32		Spring 2
	required	School of Computer and Information Engineering	b1012001	Applications and Practice of Artificial Intelligence	non-test	1	16	8	8	Spring 1
	required	School of Resources and Environment	b1013002	Low-carbon and Ecological Civilization	non-test	1	16	16		Autumn 1
Subtotal (Public Fundamental Course)						43.5	832	742	90	
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 (Critical Thinking e.g. Philosophical Thinking; Economics e.g. Digital Economy; etc.)	non-test	4	64	64		Autumn, Spring

Category	Type	Provided by	Course Code	Course Name	Assessment	Credit	Course Hours	Theory Learning	Practical Training	Recommended semester
				Natural Sciences and Technology Innovation (Information Technology e.g. Introduction to Artificial Intelligence; Data Analytics e.g. Big Data Statistics; etc.)	non-test	4	64	64		Autumn, Spring
Subtotal (General Education)						10	160	160		

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	School of Foreign Languages and Cultural Communication	b2023033	Principles of Political Science	test	3	48	40	8	Spring 1
	required	School of Foreign Languages and Cultural Communication	b2023010	Management Studies	test	3	48	40	8	Autumn 1
	required	School of Foreign Languages and Cultural Communication	b2023003	Communication Studies	test	3	48	40	8	Spring 1
	required	School of Foreign Languages and Cultural Communication	b2023008	Public Relations	test	3	48	40	8	Autumn 1
	required	School of Foreign Languages and Cultural Communication	b2023040	Marketing	test	3	48	40	8	Autumn 2
	required	School of Foreign Languages and Cultural Communication	b2023077	Public Ethics	test	2	32	28	4	Autumn 2
	required	School of Foreign Languages and Cultural Communication	b2023031	Public Relations Language and Writing	test	3	48	32	16	Autumn 2
	required	School of Foreign Languages and Cultural Communication	b2023078	Public Relations Research and Evaluation (English-taught)	non-test	2	32	28	4	Autumn 2
	required	School of Foreign Languages and Cultural Communication	b2023037	Advertising	test	3	48	36	12	Spring 2
	required	School of Foreign Languages and Cultural Communication	b2023007	Psychology of Public Relations	test	2	32	20	12	Spring 2
	required	School of Foreign Languages and Cultural Communication	b2023079	Journalism and Communication Law	test	2	32	28	4	Autumn 2
	required	School of Foreign Languages and Cultural Communication	b2023080	Introduction to New Media	test	3	48	36	12	Autumn 2
	Subtotal (Professional Fundamental Course)					32	512	408	104	
Professional Course	required	School of Foreign Languages and Cultural Communication	b2023071	Convergent Journalism	non-test	2	32	20	12	Spring 1
	required	School of Foreign Languages and Cultural Communication	b2023029	Integrated Marketing Communications	test	2	32	28	4	Spring 3
	required	School of Foreign Languages and Cultural Communication	b2023014	Organizational Culture	non-test	2	32	20	12	Autumn 3
	required	School of Foreign Languages and Cultural Communication	b2023036	Organizational Culture	test	3	48	36	12	Spring 2
	required	School of Foreign Languages and Cultural Communication	b2023035	Crisis Management	test	3	48	36	12	Spring 3
	required	School of Foreign Languages and Cultural Communication	b2023006	Brand Planning and Communication	non-test	2	32	28	4	Autumn 3
	required	School of Foreign Languages and Cultural Communication	b2023018	Contemporary Popular Culture	non-test	2	32	16	16	Spring 3
	required	School of Foreign Languages and Cultural Communication	b2023081	Crisis Management	non-test	2	32	28	4	Autumn 2
	required	School of Foreign Languages and Cultural Communication	b2023082	Omnimedia Arts and Aesthetics (English-taught)	non-test	2	32	20	12	Spring 2
	required	School of Foreign Languages and Cultural Communication	b2023083	Network and New Media Technology Applications (In Chinese and English)	non-test	2	32	16	16	Autumn 2
	required	School of Foreign Languages and Cultural Communication	b2023084	Digital Multimedia Production	non-test	2	32	16	16	Spring 1
	required	School of Foreign Languages and Cultural Communication	b2023085	Fundamentals of Advertising Photography	non-test	2	32	16	16	Spring 2
	required	School of Foreign Languages and Cultural Communication	b2023086	Science and Technology Communication	test	2	32	28	4	Autumn 2

	required	School of Foreign Languages and Cultural Communication	b2023087	Journalism Practice	non-test	2	32	16	16	Autumn 2
	required	School of Foreign Languages and Cultural Communication	b2023088	Network and New Media User Analysis	non-test	2	32	16	16	Spring 2
Total						32	512	340	172	

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
Professional Course	★ Select different courses in different modules for 16 credits	Network and New Media Module	b2023034	International Public Relations (English-taught)	non-test	2	32	16	16	Spring 3
			b2023044	Public Relations Creativity	non-test	2	32	20	12	Autumn 3
			b2023013	Public Relations Etiquette	non-test	2	32	20	12	Spring 3
			b2023001	Advanced Public Relations Writing	non-test	2	32	16	16	Spring 3
			b2023020	Interpersonal Communication	non-test	2	32	16	16	Autumn 3
			b2023021	Business Planning	non-test	2	32	16	16	Autumn 3
			b2023089	Data Mining and Analysis	non-test	2	32	16	16	Autumn 3
			b2023090	Applied Psychology	test	2	32	16	16	Autumn 3
			b2023061	Social Media Marketing	non-test	2	32	16	16	Autumn 4
			b2023091	Corporate Image Design	non-test	2	32	16	16	Autumn 4
			b2023092	Practical New Media Operations	non-test	2	32	16	16	Autumn 4
			b2023093	Chinese-English News Compilation for Online Media	non-test	2	32	16	16	Autumn 4
		Creative Copywriting Module	b2023094	Narrative Nonfiction Writing	test	2	32	16	16	Spring 3
			b2023095	Introduction and Appreciation of Classic Literary Works	test	2	32	16	16	Spring 3
			b2023096	New Media Copywriting	non-test	2	32	16	16	Autumn 3
			b2023065	History of Chinese Literature	non-test	2	32	20	12	Spring 3
			b2023097	Cultural Creativity and Planning	non-test	2	32	16	16	Autumn 3
			b2023089	Data Mining and Analysis	non-test	2	32	16	16	Autumn 3
			b2023057	Shanghai-style Literature and Culture	non-test	2	32	16	16	Autumn 3
			b2023055	Poetry Appreciation and Creation	non-test	2	32	16	16	Autumn 3
			b2023052	Screenwriting for Film and Television	non-test	2	32	16	16	Autumn 4
			b2023016	Customer Relationship Management	test	2	32	16	16	Autumn 4
			b2023092	Practical New Media Operations	non-test	2	32	16	16	Autumn 4
			b2023098	English News Reporting and Writing	non-test	2	32	16	16	Autumn 4
		Subtotal (Selective Professional Course)				16	256	128	128	
		Subtotal (Professional Course)				48	768	468	300	
Professional Practice	required	School of Foreign Languages and Cultural Communication	b4023009	Career Orientation for Public Relations Majors	non-test	1	24		24	Autumn 1
	required	School of Foreign Languages and	b4023025	Live Streaming on the Internet	non-test	1	24		24	Summer 2

		Cultural Communication								
	required	School of Foreign Languages and Cultural Communication	b4023005	Comprehensive Vocational Skills Training	non-test	3	72		72	Summer 3
	required	School of Foreign Languages and Cultural Communication	b4000033	The Program of Public Relations Innovation and Entrepreneurship	non-test	2	48		48	Spring 3
	required	School of Foreign Languages and Cultural Communication	b4020002	Labour Education B	non-test	0.5	16		16	Spring 3
	required	School of Foreign Languages and Cultural Communication	b4023011	Public Relations graduation internship and graduation design (thesis)	non-test	6	288		288	Spring 4
	Subtotal (Professional Practice)					13.5	472		472	
	★ Select different courses in different modules for 10 credits	Network and New Media Module	b4023003	Cognitive Practice in Public Relations Industry	non-test	2	48		48	Summer 1
			b4023024	Information Survey and AI	non-test	2	48		48	Summer 1
			b4023010	Public Relations Project Planning	non-test	2	48		48	Summer 2
			b4023004	Brand Planning Practice	non-test	2	48		48	Summer 2
			b4023026	Streaming Media Production and AI	non-test	2	48		48	Summer 3
		Creative Copywriting Module	b4023027	Copywriting Workshop I	non-test	2	48		48	Summer 1
			b4023028	Practice in New Media and Cultural Creativity Enterprises	non-test	2	48		48	Summer 1
			b4023029	Copywriting Workshop II	non-test	2	48		48	Summer 2
			b4023030	AI and Cultural Creativity Enterprise Practice	non-test	2	48		48	Summer 2
			b4023031	Cultural Creativity Project Planning Workshop	non-test	2	48		48	Summer 3
	Subtotal (Selective Professional Course)					10	240		240	
Subtotal (Professional Practice)					23.5	712		712		
Extracurricular Class	required	Others	b5110001	Extracurricular Class	non-test	1	-	-	-	Autumn, Spring, Summer
Total						158	2984	1778	1206	

★1. Description of Professional Modules.

(1) **Network and New Media Module:** Network and New Media Module: Primarily aims to cultivate students' abilities in new media production and operation.

(2) **Creative Copywriting Module:** Primarily focuses on developing students' copywriting skills.

Students will be able to sit for professional qualifications related to the subject through courses such as Public Relations, Management, Communication, Public Relations Practice and Cases.

X. 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.

Appendix I: Matrix of Supporting Relationships of Graduation Requirements to Cultivation Objectives (√)

Cultivation Objective Graduation Requirements	Cultivation Objective 1	Cultivation Objective 2	Cultivation Objective 3	Cultivation Objective 4
Graduation Requirement 1	√			
Graduation Requirement 2		√	√	
Graduation Requirement 3		√		√
Graduation Requirement 4		√	√	
Graduation Requirement 5	√	√		
Graduation Requirement 6		√	√	
Graduation Requirements 7			√	√
Graduation Requirement 8	√			√
Graduation Requirement 9	√			√

Appendix II: Matrix of Relationships between Curriculum Support for Graduation Requirements (H/M/L)

Serial No.	Course Name	Graduation Requirements(GR)								
		GR 1	GR 2	GR 3	GR 4	GR 5	GR 6	GR 7	GR 8	GR 9
1	Outline of Modern Chinese History	M								
2	Basic Principles of Marxism	M								
3	Ethics and the Rule of Law	M								
4	Introduction to Mao Zedong Thought and the Theoretical System	M								
5	Introduction to Xi Jinping Thought on Socialism with Chinese	M								
6	Situation and Policy (Modules 1 to 4)	M								
7	Advanced Mathematics C	L	M							
8	Academic Chinese	M					M			L
9	General English (Japanese, German)						M		M	L
10	General Education (Humanistic, Natural Sciences, Aesthetic)	M								L
11	Military skills	L						L		
12	Military theory	L								
13	Basic Engineering Training	L						L		
14	Physical Education I to VI							L		M
15	Mental Health Education for University Students						L	L		H
16	Labour Education	M						M		
17	Extracurricular Class	L					L	L		

Serial No.	Graduation Requirements(GR)									
	Course Name	GR 1	GR 2	GR 3	GR 4	GR 5	GR 6	GR 7	GR 8	GR 9
18	Principles of Political Science	M	H					L		
19	Management Studies		H		L			M		
20	Communication Studies		H		M		L			
21	Public Relations		H				M			
22	Marketing		H	L		M				
23	Public Ethics	M	H					L		
24	Public Relations Language and Writing		H				M			
25	Public Relations Research (English-taught)				H	M				
26	Advertising Studies		H	M	L					
27	Psychology of Public Relations		M		H					
28	Journalism and Communication Law	H		M						
29	Introduction to New Media		H		L	M				
30	Convergent Journalism		H	M						
31	Integrated Marketing Communications		H		M					
32	Advertising Planning and Creativity			M	H					
33	Organizational Culture		H	L	M					
34	Crisis Management		H		M		L			
35	Public Relations Practice and Cases		H		M					
36	Brand Planning and Communication			M	H					
37	Contemporary Popular Culture			H	M					
38	Omnimedia Arts and Aesthetics (English-taught)			H				M	L	
39	Network and New Media Technology Applications (In Chinese and English)				M	H			L	
40	Digital Multimedia Production				M	H				
41	Fundamentals of Advertising Photography			M		H				
42	Science and Technology Communication		H		M					
43	Journalism Practice		H		M					
44	Network and New Media User Analysis				M	H				
45	International Public Relations (English-taught)				M				H	
46	Public Relations Creativity			H	M					
47	Public Relations Etiquette						H	M		
48	Advanced Public Relations Writing		M				H		L	
49	Interpersonal Communication						H			M
50	Business Planning			M	H					
51	Data Mining and Analysis				H	M				
52	Applied Psychology			M	H					
53	Social Media Marketing			M	H					
54	Corporate Image Design			H		M				
55	Practical New Media Operations				M	H				
56	Chinese-English News Compilation for Online Media				M				H	
57	Narrative Nonfiction Writing			M			H			
58	Introduction and Appreciation of Classic Literary Works			H			M			
59	New Media Copywriting			M			H			
60	History of Chinese Literature			H	M					
61	Cultural Creativity and Planning			H	M					
62	Data Mining and Analysis				H	M				
63	Shanghai-style Literature and Culture			H	M					
64	Poetry Appreciation and Creation			H	M					
65	Screenwriting for Film and Television			H	M					

Serial No.	Graduation Requirements(GR)	G R 1	G R 2	G R 3	G R 4	G R 5	G R 6	G R 7	G R 8	G R 9
	Course Name									
66	Customer Relationship Management				H		M			
67	Practical New Media Operations				M	H				
68	English News Reporting and Writing				M				H	
69	Cognitive Practice in Public Relations Industry	M			H					
70	Information Survey and AI				H	M		L		
71	Public Relations Project Planning			M	H			L		
72	Brand Planning Practice			M	H			L		
73	Streaming Media Production and AI					H		L		
74	Copywriting Workshop I				M		H			
75	Practice in New Media and Cultural Creativity Enterprises				H	M		L		
76	Copywriting Workshop II				M		H			
77	AI and Cultural Creativity Enterprise Practice				H	M		L		
78	Cultural Creativity Project Planning Workshop			M	H			L		
79	Career Orientation for Public Relations Majors	M								H
80	Live Streaming on the Internet				M		H			
81	Comprehensive Vocational Skills Training			M	H			L		
82	The Program of Public Relations Innovation and Entrepreneurship			M	H			L		
83	Labour Education B							H		M
84	Public Relations graduation internship and graduation design (thesis)			M	H					

Notes:

The strength of a course's support for graduation requirements is indicated by “H/high, M/medium, L/weak”;

Strength of support is defined as the extent to which the course covers the graduation requirement indicator points, with H covering at least 80%, M at least 50%, and L at least 30%.

