
上海大学-巴黎国际时装艺术学院 课程概览

Shanghai University - MOD'ART International Program Review

1. 专业 Major

时尚传播 Fashion Communication (FC)

2. 学制 Academic System

三年全日制 3- Year Full-time Program

3. 培养目标 Training Objectives

传播如今已成为全球时尚行业的一个主要方面。为了更好地吸引顾客，从成衣到奢侈品的各大品牌采取各式途径与策略，旨在为顾客提供丰富的产品选择、优质的服务以及有效的沟通。对于品牌来说，掌握传播知识以及各种传播途径之间的相互联系已是关键的因素。

在快节奏以及瞬息万变的时尚传播行业，时尚传播专业的学生们将掌握基础知识，以最具创新精神的成功品牌为案例，来分析它们所采用的各种传播工具、渠道和步骤。

Communication has become a major aspect of fashion industries worldwide. In all sectors, from ready-to-wear to luxury, brands are using complex mechanisms and strategies aimed at engaging and federating a customer with an endless choice of products, services, and limitless access to them. The knowledge and inter-connectivity of these communication mechanisms is a major stake for brands.

In the fast-paced and ever-changing environment of Fashion Communication & Media, the students of this major will acquire strong basis and learn how to master the tools, channels, and procedures used by the most successful and innovative brands.

4. 培养规格 Training Specifications

社交能力 Social Ability

学生将理解传播方式在时尚界如何组织与运用。通过分析从大众市场到奢侈品行业的消费动机和消费行为，学生将学会制定与之相关的沟通方式，进而熟悉时尚传播与媒体链上每一阶段的不同角色的功能性。基于针对最新流行趋势的观察与理解，学生最终将能

掌握这一专业领域所需的独立自主性以及人际交往能力（团队管理能力）。

Through his formation, the student will understand how communications are organized and used in Fashion. From mass-market to luxury, he will gain insights of the motivators and behaviours of consumers, and develop specific and relevant ways to communicate and gather messages to them. The student will get familiar with the different roles at every stage of the Fashion Communication & Media chain. He will ultimately be able to identify, conceive and implement new communication strategies based on his own observation and understanding of the latest trends; developing the mandatory autonomy and interpersonal skills (team management) needed in this field of expertise.

专业能力 Professional Ability

在学习的最终阶段，学生将能够适应为任何时尚品牌解决传播需求。学生将能够运用扎实的专业知识研究从经典品牌到新兴品牌的一系列关键的传播策略。

通过三年的课程学习，学生将能够运用各种市场营销工具了解并制定复杂详尽的传播策略，掌握平面造型设计、视频编辑、摄影、网站设计、编程等时尚传播界的专业工具。学生所学的从策略到运营方面的多样技能将帮助学生在高难度的就业环境中保持最高的效率。

At the end of his formation, the student will be able to adapt to the communication needs of any Fashion brand. He will acquire a solid knowledge of the key actors of the sectors, from the most classical brand to the most innovative, and learn how, from one side of the spectrum to the other, they conceive and use communications.

Throughout the 3 years program, the student will use marketing tools aimed at giving him the keys to conceive and elaborate complex strategies, and technical knowledge of the tools used in Fashion Communications to implement these strategies: graphic design, video editing, photography, web-design, programming, ...

This transversality of his skills, from strategical to operational, will offer him the highest efficiency to integrate a demanding and high-profile professional environment.

方法能力 Methodology Ability

本课程主要从以下两大方面培养学生的解决问题的能力：以理论课形式开展对领域内最具代表性和创新性的案例分析；并针对这些案例进行应用分析。

通过该课程的横向性，学生将理解并掌握传播项目管理中的每一个步骤并探索到最适合自己的技能的方向。该课程的教学成果将基于学生的兴趣，传授学生所想要追求的事业的

相关知识，如：媒体策划、公共关系、广告、摄影、艺术方向、网页或平面造型设计、品牌营销、传播、策略管理等。

The methodology of the formation will rely on two main pillars: the theoretical lectures of the most emblematic and innovative case studies of the field, and the completion of numerous applied projects inspired by those lectures.

The transversal nature of the project will give the student the possibility to understand and master every step of Communication & Media project management, and will allow him to explore personal fields of interest fitting his affinities and skills. The outcome of this pedagogical approach based on the interests of the student is to get him to acquire key knowledge in the specific positions he will pursue a career in, for example: media planning, public relations, advertising, photography, artistic direction, web or graphic design, branding, communications and strategy management, ...

5. 毕业要求 Graduation Requirements

学生须完成该专业的所有必修课程，方可毕业。教学过程中的一系列广泛的课题将在教师的监督和指导循序渐进地展开，使学生能够应对毕业后多任务和责任的就业环境。

The student will have to complete all mandatory courses to succeed in this formation. The wide range of topics seen throughout the program, progressively taught and supervised, will give him the best preparation to face and succeed in the multiple tasks and responsibilities he will assume after his graduation.

6. 教学计划表 Three-year Plan of Courses

课程分类	课程名称	课程学分 共计	各学年、学期计划周学时安排								
			第一学年			第二学年			第三学年		
			1	2		3	4		5	6	
基础课	英语 1-6	36	6	6		6	6		6	6	
	计算机文化	4	4								
	基础课合计	40	10	6		6	6		6	6	
专业基础课	奢侈品原理	2	2								
	摄影	4	4								
	艺术欣赏	2	2								
	图像捕捉与处理	4	4								
	国际时尚	4	2	2							
	奢侈品品牌形象	2		2							
	网站策划与设计	4		4							
	摄像	4		4							

	网站建设与界面设计	4				4					
	视频编辑与节目制作	4				4					
	会展策划	2				2					
	产品交互设计	2				4					
	品牌标示设计	3					3				
	视频包装设计	4					4				
	时尚造型	3					3				
	商务文案	2					2				
	冲突与危机管理	2							2		
	市场调查	2							2		
	专业基础课	54	14	12		14	12		4	0	
专业课	视觉创意	2	2								
	中外传播史	2	2								
	时尚新闻采访与写作	4	2	2							
	国际营销	4	2	2							
	时尚编辑学	2		2							
	媒体活动创意策划	4		4							
	橱窗设计	4				4					
	广告学	4				4					
	品牌营销策略	4				4					
	时尚发布会	4					4				
	新媒介数据分析与应用	2					2				
	创意文案写作	4							4		
	公共关系学	2							2		
	媒体策略	6							4	2	
	毕业设计（论文）	4								4	
	专业核心课合计	52	8	10		12	6		10	6	
实践	实践教学环节	5								5	
		151	32	28		32	24		20	17	

Catalogue	Course Title	Credit Total	Weekly Teaching Hours in each Semester								
			First Year			Second Year			Third Year		
			1	2		3	4		5	6	
Foundation	English1-6	36	6	6		6	6		6	6	
	Computer	4	4								
	Subtotal	40	10	6		6	6		6	6	
Foundation for Core Course	Luxury Principles	2	2								
	Photography	4	4								
	Art Appreciation	2	2								
	Graphic Foundation	4	4								
	Luxury Brand Image	2		2							
	Website Planning & Design	4		4							
	Cinematography	4		4							
	International Fashion	2				2					
Website UI Design	4				4						

	Video Editing and Program Making	4				4				
	Exhibition Planning	2				2				
	Product Interactive Design	2				4				
	VI Design	3					3			
	Video Packaging Design	4					4			
	Make up & Style	3					3			
	Business Writing	2					2			
	Conflict and Crisis Management	2							2	
	Market Research	2							2	
	Subtotal	52	12	10		16	12		4	0
Core Course	Visual Creativity	2	2							
	Chinese and Western Communication	2	2							
	Fashion Journalism	4	2	2						
	International Marketing	4	2	2						
	Fashion Editing	2		2						
	Media Planning	4		4						
	Visual Merchandising	4				4				
	Advertising	4				4				
	Branding Strategy	4				4				
	Fashion Show	4					4			
	New Media Data Analysis & Application	2					2			
	Creative Copywriting	4							4	
	Public Relations	2							2	
	Media Strategy	6							4	2
	Thesis	4								4
Subtotal	52	8	10		12	6		10	6	
Practice	Practice teaching	5							5	
		151	32	28		32	24		20	17

7. 课程体系 Curriculum System

课程 Course	课程类型 Course Type	教学内容/目标 Teaching Contents/Objectives	考核方式 Evaluation Mode	考核主体 Evaluated by
English I-VI 英语 1-6	基础课 Foundation	<p>英语课程将采取中外教师各半的方式，培养学生的口语表达能力，理解能力和沟通能力，尤其在商务环境中。</p> <p>English courses are given by both Chinese and foreign teachers aiming at cultivating students' speaking ability, comprehension, and communication skills, especially in business environment.</p>	<p>期中考试 个人作业 期末考试 Mid-term exam Individual Projects Final-term exam</p>	教师 Instructor
Computer 计算机文化	基础课 Foundation	<p>本课程的目标是提高学生信息处理能力，使学生了解计算机网络基础及其应用，掌握 Windows 常用操作系统的基本操作方法，学会使用 Word、Excel 和 PowerPoint 等应用软件对文档、表格、演示文稿进行制作与处理，按照工作岗位所需要的办公自动化能力而设置学习项目，培养学生具备熟练使用计算机对专业相关办公事务进行处理和项目汇报的能力。</p> <p>The purpose of this course is to promote student's ability of dealing with information and enable them to know basis and application of computer and internet. Students are required to grasp basic operation of Windows system, to make and deal with documents , forms, and PPTs with Microsoft Office. Teaching items are set according to working position's requirement of automatic office to train students to handle office affairs and ability of report with computer.</p>	<p>期中考试 个人作业 期末考试 Mid-term exam Individual Projects Final-term exam</p>	教师 Instructor

<p>Luxury Principles 奢侈品原理</p>	<p>专业基础课 Foundation for Core Course</p>	<p>该课程是基于奢侈品行业的原理：什么是奢侈品？奢侈品的历史沿革是怎么样的？奢侈品消费者的期待是什么以及品牌是什么满足他们的？什么是当代奢侈品？历史悠久的品牌是如何适应当今时代的？文化典籍有哪些以及品牌是如何使用的？</p> <p>学生能深入掌握有关奢侈品牌的知识，学会定义奢侈品及奢侈品品牌的标准。</p> <p>The course will be based on the principles carried by the Luxury segment: What is Luxury? How did luxury evolved throughout history? What does the Luxury customer expect and how brands provide it? What is contemporary Luxury? How historical brands adapt to modernity? Which are the cultural codes of Luxury and how brands use them?</p> <p>Students will deepen their knowledge on Luxury brands and learn the criteria defining a luxury product and a luxury brand.</p>	<p>期中考试 个人或团队项目 期末考试 Mid-term exam Individual or Group Projects Final-term exam</p>	<p>教师 Instructor</p>
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<p>Photography 摄影</p>	<p>专业基础课 Foundation for Core Course</p>	<p>通过本课程的学习，使学生了解摄影的基本理论和基本技能，初步掌握摄影用光、曝光、取景、构图的基本知识和基本方法，并让学生了解摄影的设计功能性及其在传播中的作用，从而使得学生将摄影作为一种视觉传达的一渠道。</p> <p>Students are required to know basic theory and techniques of photography through this course. Basic knowledge and methods of making use of light, exposure, finding a view, and composition of picture are introduced, which could help students to comprehend the function of photography in design and communication so as to let them regard photography as a channel of visual communication.</p>	<p>个人作业 期末考试 Individual Projects Final-term exam</p>	<p>教师 Instructor</p>
<p>Art Appreciation 艺术欣赏</p>	<p>专业基础课 Foundation for Core Course</p>	<p>本课程以中、西方美术史发展概况为线索进行教学，只要鉴赏和评析经典美术作品以主要艺术潮流和流派。让学生系统地了解艺术的文化内涵，艺术的功能与作用，美术的分类和艺术语言，美术作品的内容与形式，美术的风格与流派等等相关知识，从而达到开拓学生的艺术视野、提高学生的审美水平的目的。</p> <p>The history of both China and Western art is taught in this course, mainly focusing on appreciating and analyzing classical art works and main art trends and schools. Students are supposed to understand and grasp the knowledge including the connotation of art, the function and effect of art, the classification of art and art language, the contents and forms of art, the styles and schools of art. It is expected to widen students' artistic horizon and improve the ability of students' art appreciation.</p>	<p>期中考试 个人或团队项目 期末考试 Mid-term exam Individual or Group Projects Final-term exam</p>	<p>教师 Instructor</p>

<p>Graphic Foundation 图像捕捉与处理</p>	<p>专业基础课 Foundation for Core Course</p>	<p>本课程通过对目前广泛流行的图形图像软件（PS，AI）的学习使用，培养学生掌握图像处理的基本理论知识，能够熟练使用软件对采集到的图片进行处理制作，能够完成多种图片效果的制作。</p> <p>The target of this course is to impose students with basic theories of graphic foundation by teaching how to use popular graphic software like PS , AI so that students can maturely treat pictures that they have collected and can create various effect they want.</p>	<p>个人或团队项目 期末考试 Individual or Group Projects Final-term exam</p>	<p>教师 Instructor</p>
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<p>Luxury Brand Image 奢侈品品牌形象</p>	<p>专业基础课 Foundation for Core Course</p>	<p>该课程是基于品牌历史、品牌价值 and 品牌形象：一个品牌如何做到与其竞争者不同？他们如何使用各自的历史和传承？哪些方面确定了他们的价值和基因？历史和传承与产品创新及品牌形象之间是如何互相影响的？流行趋势在多大程度上影响品牌？在全球化和文化差异性的环境中他们是如何塑造形象的？</p> <p>学生会学到奢侈品品牌是如何使用他们的历史和传承来进行市场定位以及他们如何运用他们的资产来影响消费者。</p> <p>The course will be based on Brands' History, Brands' Values and Brands' Image: How do brands differentiate themselves from competitors? How do they use their personal history and heritage? Which of these aspects define their Values & DNA? How History & Heritage interacts with product innovation and Brand Image? To which extent do trends influence brands? How do they manage their Image in a globalized environment and through cultural differences?</p> <p>Students will learn how Luxury brands use their History & Heritage to settle their position in the market and how they manage these assets to influence the consumer.</p>	<p>期中考试 个人或团队项目 期末考试 Mid-term exam Individual or Group Projects Final-term exam</p>	<p>教师 Instructor</p>
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<p>Website Planning and Design 网站策划与设计</p>	<p>专业基础课 Foundation for Core Course</p>	<p>了解网站策划的基本知识，学习互联网网站、手机网站的设计搭建。 Students are able to comprehend basic knowledge of website planning, and study construction of PC website and mobile website in this course.</p>	<p>期中考试 个人作业 期末考试 Mid-term exam Individual Projects Final-term exam</p>	<p>教师 Instructor</p>
<p>Cinematography 摄像</p>	<p>专业基础课 Foundation for Core Course</p>	<p>学习基础摄像知识，摄像器材、摄像操作，及拍摄一部完整的摄像作品。 In this course, the fundamental knowledge of cinematography is learnt. Students are required to operate cinematographic equipment and to do camera shooting</p>	<p>个人作业 期末考试 Individual Projects Final-term exam</p>	<p>教师 Instructor</p>
<p>International Fashion 国际时尚</p>	<p>专业基础课 Foundation for Core Course</p>	<p>通过巴黎、米兰、伦敦、纽约这四大时装之都了解全球时尚并且了解时尚与社会间的关系。该课程将对一些有影响力的设计师、具有历史意义的时尚潮流进行深入分析，还将展示时装行业内不同的市场层次，以及他们之间是如何运作的。 A global perspective of fashion will be analyzed through the four main fashion capitals: Paris, London, New York, and Milan and their influence of fashion and society. This course covers an in depth analysis on influential designers, historical trends in fashion, the different levels within the fashion industry and how they function in today.</p>	<p>期中考试 个人或团队项目 期末考试 Mid-term exam Individual or Group Projects Final-term exam</p>	<p>教师 Instructor</p>

<p>Website UI Design 网站建设与界面设计</p>	<p>专业基础课 Foundation for Core Course</p>	<p>学习网站建设流程与设计规范，了解主流网站 CMS 系统的使用，网站标准化布局，并掌握 CSS3、HTML5 等手机前端设计。 This course is designed to teach students the process of website construction and rules of design. Students are able to comprehend the application of CMS system and standard layout of website, and grasp front-end design of CSS3, HTML5.</p>	<p>个人作业 期末考试 Individual Projects Final-term exam</p>	<p>教师 Instructor</p>
<p>Video Editing and Program Making 视频编辑与节目制作</p>	<p>专业基础课 Foundation for Core Course</p>	<p>学习以 premiere 为主的非线性编辑软件，了解视频剪辑的基本操作和步骤，学会图像语言的运用。 This course is designed to teach nonlinear editing software centered on Premiere. Students are required to understand fundamental operation and procedures of editing video, and learn to use graphic language.</p>	<p>个人作业 期末考试 Individual Projects Final-term exam</p>	<p>教师 Instructor</p>
<p>Exhibition Planning 会展策划</p>	<p>专业基础课 Foundation for Core Course</p>	<p>通过本课程的学习，要求学生掌握会展策划管理的基本方法，理解会展策划、营销和管理的基本概念、特点、内容、原则，学会依据市场环境和可利用资源创造性地开展展览活动。 Students are required to command basic rules of exhibition planning, and comprehend those basic conceptions, characters, contents, principles of exhibition planning, marketing and management, and learn to plan exhibition innovatively by making use of available resources according to market environment though learning this class.</p>	<p>期中考试 个人作业 期末考试 Mid-term exam Individual Projects Final-term exam</p>	<p>教师 Instructor</p>

Product Interactive Design 产品交互设计	专业基础课 Foundation for Core Course	研究智能手机、穿戴设备和 PC 端软件的界面设计及交互设计。 This course is designed to study smart mobilephone, wearable equipments and UI design and interactive design of PC software.	个人作业 期末考试 Individual Projects Final-term exam	教师 Instructor
VI Design 品牌标示设计	专业基础课 Foundation for Core Course	通过本课程的学习，学生了解 VI（视觉识别系统）对企业形象建立的重要性，并掌握 VI 设计具体操作中的基本步骤及基本的设计方法，学生能够运用设计的基础理论和形式美的法则，对课程中首要的标志、字体、标牌等部分进行设计。 Students can be aware of the importance of VI(Visual Identity) to the image of enterprise, and be able to command fundamental process and methods of design, and design logo, font, brand plate on the basis of learning design theories and principles of beauty in form	期中考试 个人或团队项目 期末考试 Mid-term exam Individual or Group Projects Final-term exam	教师 Instructor
Video Packaging Design 视频包装设计	专业基础课 Foundation for Core Course	学习以 AVID 为主的非线性编辑软件，了解视频画面中的特效、字幕的制作和声画运用。 This course focuses on learning of AVID so as to help students command making special effects, subtitles, soundtracks of video editing.	个人作业 期末考试 Individual Projects Final-term exam	教师 Instructor

<p>Make up and Style 时尚造型</p>	<p>专业基础课 Foundation for Core Course</p>	<p>结合市场需求和流行趋势，培养学生打造各种场合所需的造型能力，突出实用性和应用性。 This course aims at cultivating students' ability of making up to adapt to different occasions, which emphasizes on the practicability and applicability based on the demand and trends of market.</p>	<p>个人或团队项目 期末考试 Individual or Group Projects Final-term exam</p>	<p>教师 Instructor</p>
<p>Business Writing 商务文案</p>	<p>专业基础课 Foundation for Core Course</p>	<p>学习商务活动中所需要的文案类型及写作方法，包括商务公文写作、业务文案、策划文案、传播文案、礼仪文案、契约文案等。本课程以应用型写作为主，理论部分比例不超过 1/3，让学生得到充分的实际操作训练。 This course is designed to teach students the variety and techniques of copywriting in commercial activities, including: office copywriting, business copywriting, strategy copywriting, communication copywriting, etiquette copywriting, contract writing. This course mainly concentrates on application-oriented copywriting with theory learning less than one third so that students may obtain sufficient practices.</p>	<p>期中考试 个人作业 期末考试 Mid-term exam Individual Projects Final-term exam</p>	<p>教师 Instructor</p>

<p>Conflict and Crisis Management 冲突与危机管理</p>	<p>专业基础课 Foundation for Core Course</p>	<p>现代商业环境中，企业会遭遇各种危机，如政策危机、组织危机、企业领导人危机、战略危机、资本危机、管理危机、人力资源危机、财务危机、产品危机、营销危机、广告宣传危机、文化危机、品牌危机、信誉危机、公众客户危机、服务危机、媒体危机、政治危机、自然和社会因素危机、国际化危机等。通过本课程学习和案例分析，学生能够危机事件当中吸取教训；掌握各种危机的基本处理方法；掌握各种落到实处的可操作的危机管理方案；学会如何处理内部危机；建立有超前意识的企业危机管理体系。</p> <p>Enterprises may encounter a variety of crisis in modern business environment such as policy crisis, organization crisis , crisis of leader, strategy crisis, capital crisis, management crisis, human resource crisis, finance crisis, brand crisis, credibility crisis, public and customer crisis, service crisis, media crisis, politics crisis, social and natural crisis, internationalization crisis etc. Through learning this course, students are supposed to conclude lessons from crisis and command basic processing methods, various applicable crisis management plan and the way to handle inner crisis, and build up look-ahead crisis management system.</p>	<p>期中考试 个人作业 期末考试 Mid-term exam Individual Projects Final-term exam</p>	<p>教师 Instructor</p>
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<p>Market Research 市场调查</p>	<p>专业基础课 Foundation for Core Course</p>	<p>通过本课程的教学，要求学生了解市场调查的基本问题；掌握市场调查问卷和市场调查方案的设计；掌握市场调查的各种方法；掌握各种市场预测方法，培养市场预测能力；掌握市场预测方法在实际问题中的应用，培养撰写市场调查分析预测报告的能力。</p> <p>Through learning this course, students are required to comprehend basic issues of market research, and command design of market research questionnaire and plan , various methods of market research, market prediction to make a prediction and apply it into practical issues; and to develop the ability of writing market research analysis and prediction report.</p>	<p>期中考试 个人作业 期末考试 Mid-term exam Individual Projects Final-term exam</p>	<p>教师 Instructor</p>
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<p style="text-align: center;">Visual Merchandising 橱窗设计</p>	<p style="text-align: center;">专业课 Core Course</p>	<p>通过本课程，学生能够： 了解橱窗设计的起源； 理解橱窗设计的概念及其用途； 了解橱窗设计中的一些规则； 理解解橱窗设计与公司其他部门之间的地位； 了解橱窗设计的工具，并能将这些工具运用到实际中作中； 理解视觉分析和视觉策略的不同步骤； 理解不同层次和范围的商店所采用的橱窗设计是不同的； 能够分析店面内的橱窗设计，提出意见并给出解决方案。</p> <p>Trough studying this course, students can comprehend the origins, definition, usage, principles, the relations with other departments of a company, design tools which students apply into practice, different procedure between visual analysis and visual strategy, different design according to different level and scope of different brick and mortar of visual merchandising. On that basis, students can analyze visual merchandising of stores and offer solutions to them.</p>	<p style="text-align: center;">平时作业 毕业秀展厅布置的期末项 目 Individual Projects Planning Project of Graduate Show</p>	<p style="text-align: center;">教师 Instructor</p>
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<p>Chinese and Western Communication History 中外传播史</p>	<p>专业课 Core Course</p>	<p>针对全球新闻传播的历史演化、社会动因、专业背景、内在逻辑及发展趋势等，展开全面系统而不失深入细致的了解，从而推测未来媒体传播的发展方向，并且把握当今传播学动向。</p> <p>Pinpointing the evolution of global journalism and communication , social motivation, profession background , inherent logic, and development tendency, this course develops compressive, systematic, profound and detailed research so as to predict the developmental direction of journalism and communication and seize the current condition of communication.</p>	<p>期中考试 个人作业 期末考试 Mid-term exam Individual Projects Final-term exam</p>	<p>教师 Instructor</p>
<p>Fashion Journalism 时尚新闻采访与写作</p>	<p>专业课 Core Course</p>	<p>通过学理阐述、案例分析与实战演练，使学生了解时尚新闻采访与写作的创作规律、采写时尚新闻时常用的方法、技巧，具备独立的采写稿件的基本能力。</p> <p>Through studying theories, cases, and excising, this course enables students command rules of fashion journalism and writing, and general skills of fashion journalism, thus students may possess fundamental ability of selecting for writing.</p>	<p>个人作业 期末考试 Individual Projects Final-term exam</p>	<p>教师 Instructor</p>
<p>Fashion Editing 时尚编辑学</p>	<p>专业课 Core Course</p>	<p>通过学习各大时尚杂志的专栏设置和编辑策略，了解时尚领域的编辑学。</p> <p>This course aims at teaching students fashion editing through studying editing strategy and columns of mainstream fashion magazines.</p>	<p>个人作业 期末考试 Individual Projects Final-term exam</p>	<p>教师 Instructor</p>

<p>Media Planning 媒体活动创意策划</p>	<p>专业课 Core Course</p>	<p>通过学习各经典时尚活动，了解媒体活动的策划和创意方案。 This course is designed to learning media planning and creative program through analyzing various classical fashion events.</p>	<p>个人或团队项目 期末考试 Individual or Group Projects Final-term exam</p>	<p>教师 Instructor</p>
<p>International Marketing 国际营销</p>	<p>专业课 Core Course</p>	<p>该门课程基于营销策略的基本知识：什么是营销？营销的主要领域有哪些？营销人员的主要工具有哪些？如何使用？营销和运筹营销的区别是什么？对一个品牌来说营销重要在哪里？如何构思和执行一次营销策略？ 通过这门基于理论与实践的课程，学生将会学到营销策略的基础知识。他们能够构思和执行营销企划，能区别不同领域所使用的不同营销方法。 This course is based on the fundamental knowledge of marketing, including: what marketing is , main fields of marketing, main tools for marketing personnel and how to use them, the difference between marketing and strategic marketing, the importance of marketing for a brand , how to plan and implement marketing strategies. Students will learn foundation of marketing strategies based on theories and practices so that they are able to distinguish different marketing strategies and conceive and execute marketing planning.</p>	<p>期中考试 个人或团队项目 期末考试 Mid-term exam Individual or Group Projects Final-term exam</p>	<p>教师 Instructor</p>

<p>Advertising 广告学</p>	<p>专业课 Core Course</p>	<p>该课程基于广告策略的原理：什么是广告学？目标是什么？怎么去分类？广告渠道有哪些？如何使用他们？如何计划一次宣传并制定预算？如何评估一次广告宣传的影响？数字时代有哪些新的广告媒介？如何使用他们？</p> <p>通过这门理论和实践的课程，学生将会学到构思、发展和执行多渠道广告宣传的关键因素。他们能够分析和理解主流品牌的策略，如何通过宣传来应用营销策略。</p> <p>This course is based on theories of advertising, including: what advertising is , the target of advertig, how to classify, channels of advertising and how to use them , how to scheme publicity and develop budget , how to evaluate the effect of an advertisement, new media of digital era and how to use them.</p> <p>Students will learn the key factors of conceiving, developing and implementing multi-channels advertising through learning theory of this course and practicing. Thus they are able to analyze advertising strategies of mainstream brands, and utilizing marketing strategy in publicity.</p>	<p>期中考试 个人或团队项目 期末考试 Mid-term exam Individual or Group Projects Final-term exam</p>	<p>教师 Instructor</p>
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<p>Branding Strategy 品牌营销策略</p>	<p>专业基础课 Foundation for Core Course</p>	<p>该课程基于品牌营销策略的概念和执行：什么是品牌营销？在营销策略中品牌营销的功能是什么？如何构思一个品牌，建立品牌标识？如何集思广益并提炼观点？如何实现市场调研并在品牌化策略中使用？在品牌化策略中使用的概念，工具和方法有哪些？</p> <p>通过这门以理论和实践为基础的课程，学生会学到发展和区别市面上一个品牌（新的或现存的）的方法。他们能够建立和管理品牌标识。</p> <p>This course is based on the conceptions and implementation of branding strategy, including: what branding is, the role of branding in marketing, how to design a brand and build up brand identity, how to extract ideas from synectics, how to realize market research in branding, conceptions, tools and methods of branding.</p> <p>Students will learn how to develop and distinguish a brand (new or existed) through learning theories of this course and practicing so that they can build up and manage brand.</p>	<p>期中考试 个人或团队项目 期末考试 Mid-term exam Individual or Group Projects Final-term exam</p>	<p>教师 Instructor</p>
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<p>Visual Creativity 视觉创意</p>	<p>专业课 Core Course</p>	<p>视觉具有美感、富有创意和冲击力是奢侈品的一大特征，本课程旨在培养学生一定的审美能力和时尚敏锐度。 学生通过心情板的练习，学会利用图像等平面工具来表达出某种情感，渲染某种意境。 Visual beauty, creativity and impact are main characters of luxury products. This course is designed to cultivate students' ability of appreciation and sensitivity of fashion. Students are required to learn to express emotion and describe artistic conception with flat tools like images through practice making mood boards.</p>	<p>个人或团队项目 期末考试 Individual or Group Projects Final-term exam</p>	<p>教师 Instructor</p>
<p>Fashion Show 时尚发布会</p>	<p>专业课 Core Course</p>	<p>通过对时尚发布会的历史、现状的了解，结合实践熟悉时尚发布会常用的几种方式，使学生能策划和组织一场时尚发布会。 Through studying history and current condition of fashion show in this course, students can plan and organize a fashion show on the basis of practice and combining those knowledge about fashion show.</p>	<p>参与毕业秀组织 Organizing Graduate Show</p>	<p>教师 Instructor</p>

<p>New Media Data Analysis & Application 新媒介数据分析与 应用</p>	<p>专业课 Core Course</p>	<p>研究各类新媒体中的属性和核心关键，传播方法、渠道、受众和效果，通过与传统媒体的比较和实际演练中，了解新媒体的实操流程、岗位配置及运营规则，掌握新媒体中的各种传播途径和有效传播。</p> <p>This course focuses on the essence, core and channels of communication, receiver and effect of new media. Through comparing with traditional media and practicing, students can understand the procedure of operation, position configuration and rules of running of new media and command different methods of communication and efficiency of new media.</p>	<p>个人或团队项目 期末考试 Individual or Group Projects Final-term exam</p>	<p>教师 Instructor</p>
<p>Creative Copywriting 创意文案写作</p>	<p>专业课 Core Course</p>	<p>本课程旨在提高学生在商业环境中用英文创意写作的能力。学生将学习编辑规则、措词技巧和改写方法，学生将通过分析研究各种时尚出版物，如网站、文章、报刊、广告等的标题和文字内容，学会为不同类型的媒体/平台撰写文案，并形成自己的风格。</p> <p>This course is designed to improve students' ability of English creative copywriting in commercial environment. Students will study rules of editing, wording skills, and modification techniques through analyzing and researching on various fashion publications such as websites, essays, newspapers, words and titles of different ads. Thus, students can make use of different types of media and platforms and form their own styles.</p>	<p>期中考试 个人作业 期末考试 Mid-term exam Individual Projects Final-term exam</p>	<p>教师 Instructor</p>

Public Relations 公共关系学	专业课 Core Course	<p>通过本课程的学习, 学生将全面了解和掌握公共关系学的基本知识、理论、案例和实务操作技巧, 逐渐培养起运用所学的理论知识去解决公共关系实践中各种事务的能力。</p> <p>Though learning this course, students will comprehensively understand and command foundation, theories, cases and practical techniques of public relations, thus gradually growing the ability of solving affairs in practice with those knowledge have been learnt.</p>	<p>期中考试 个人作业 期末考试 Mid-term exam Individual Projects Final-term exam</p>	教师 Instructor
Media Strategy 媒体策略	专业课 Core Course	<p>从品牌营销传播的角度线性思考, 制定全面深入的媒体策略, 融入实务例证, 最终达到对媒体策略的融会贯通。</p> <p>From a linear perspective of branding, combining with practical cases, students can scheme comprehensive and profound media strategy, thus mastering media strategies.</p>	<p>个人或团队项目 期末考试 Individual or Group Projects Final-term exam</p>	教师 Instructor
Thesis 毕业设计 (论文)	专业课 Core Course	<p>利用本专业课程学习的知识点, 撰写相关课题研究的论文, 字数不少于8000字, 并进行毕业答辩。</p> <p>Students shall compose thesis based on relative subject research and knowledge of this major. The total number of words of the thesis shall be more than 8000. Students aren't qualified to graduate until pass the thesis defense.</p>	<p>论文答辩 Thesis Defense</p>	教师 Instructor
Practice 教学实践环节	实践 Practice	<p>通过实战项目综合运用三年所学课程内容</p> <p>This part is designed to comprehensively practice those contents students have learnt in three-year study though practical projects.</p>		教师 Instructor