

传播学专业培养方案

Undergraduate Program of Communication

Majors

I. 专业介绍 Introduction

我校传播学专业设立于 2003 年，是教育部早期批准设立的 8 个传播学专业之一，现已建成了完备的本科、硕士和博士培养体系，截止 2019 年已培养本科生 2000 余人，硕士生 300 余人，博士生 10 余人。本专业 2013 年入选“四川省卓越新闻传播人才培养计划”，2018 年获批“卓越新闻传播人才培养 2.0 项目”，2019 年入选教育部国家级一流本科专业建设点名单。

本专业是以理工科为背景的融合型卓越传播学专业。以马克思主义新闻观为指导，紧扣媒介变迁和社会需求，借助我校轨道交通、信息技术、大数据分析等学科资源，建成技术与人文融会、多种媒介形态融合、信息传播全流程融通的国内卓越传播学专业。立足西南，面向全国，培养厚基础、融媒体、专术业的传播学人才。

本专业现有教师 25 人，教授 9 人，副教授 11 人，讲师 5 人。90%以上教师具有博士学位，40%教师为双师型。有教育部新闻传播学教学指导委员会委员 1 人，教育部新世纪人才 1 人，四川省天府万人计划领军人才 1 人，四川省学术带头人 2 人。教师团队年龄、职称、学历、学缘结构合理，整体素质水平高。学科打破专业壁垒，依托新闻、传播、广告、影视四大教学队伍，实现各学科的交叉融合，优化学科建设生态。

The undergraduate program for Communication majors in our university began to recruit undergraduates in 2003. At present, more than 240 students are enrolled in our department. There are 25 full-time teachers in our department, including 9 professors, 11 associate professors and 5 lecturers. Among the teachers, 19 have doctoral degrees and 9 have more than one year's overseas experience. This program was selected as "Sichuan Excellent Journalism and Communication Talents Training Plan", which emphasizes the combination of theory and practice, and the training of students' academic ability and innovative practice.

专业代码：050304

Program Code: 050304

专业名称：传播学

Program Name: Communication

II. 培养目标 Objectives

本专业培养具备良好文化素质、较全面的理论修养、掌握系统的新闻学与传播学知识和较强的口头及书面表达能力，具有基础宽厚、适应面广、综合能力强、后劲足、富有创造活力的特点的高级传播人才。毕业生既能在报刊、通讯社、出版社、广告公司、网络媒体、广播电视机构等大众传播部门从事新闻采编、广告制作、网络信息管理、受众研究等工作，

也能在各级政府机关、企事业单位的文化管理部门从事新闻传播事业管理、信息发布与收集及营销传播等工作，或在高校、科研机构从事新闻与传播教学与研究工作。

This program trains senior communication talents with good cultural quality, comprehensive theoretical accomplishment, systematic knowledge of Journalism and communication, strong oral and written expression ability, broad foundation, wide adaptability, strong comprehensive ability, strong stamina and creative vitality. Graduates are qualified for news editing, advertising production, network information management, audience research and other work in newspapers, news agencies, publishing houses, advertising companies, network media, radio and television organizations and other mass media departments. They can also work in the cultural management departments of government organs and enterprises at all levels, in the management of journalism and communication, information dissemination and collection, marketing and research or teaching work in colleges and research institutes.

III.专业毕业要求 Graduation Requirements

知识结构要求:

掌握马克思主义的基本原理和关于新闻学、传播学的基本理论。掌握本专业的基础知识以及语言、文学、历史、哲学、经济等学科的相关知识。了解我国关于新闻、广告、影视、网络等传播方面的方针、政策和法规。了解本学科的前沿成就和发展前景。

能力结构要求:

2.1 具有较强的写作能力以及文学修养和鉴赏能力。能掌握新闻、广告、影视、网络等传播等方面的基本技能，具有一定的科学研究和实际工作能力。掌握文献检索、资料查询及运用现代信息技术获取相关信息的能力，对终身学习有正确认识，具有不断学习和适应发展的能力。

2.2 具备较强的创新意识和实践动手能力，熟练的计算机应用能力，具有综合运用理论知识、技术手段和创意与表现方法解决实际问题的能力。

2.3 具有一定组织管理能力，能胜任本专业相关领域的调查研究、文案策划、创意表现及经营管理等相关工作，在工作中能正确认识传播发展对于客观世界和社会的影响。

2.4 掌握一门外语，并能熟练阅读与专业有关的外文书籍和文献资料，具有跨文化交流、竞争与合作的意识与能力。

素质结构要求:

3.1 热爱社会主义祖国，具有远大的志向，有为国家富强与民族振兴而奋斗的理想和使命感，具有良好的思想道德品质、健康的人生态度，良好的心理素质和健康的体魄。

3.2 具有较强的社会责任感和科学严谨、创新突破的传播职业素质，具备较强的综合分析、思维和想象力，具有自觉的批判意识和创新意识，良好的人际交往和团结协作精神。

Professional Knowledge Requirements:

Master the basic theories of Marxism Journalism and communication. Master the basic knowledge of this subject as well as related knowledge of language, literature, history, philosophy, economy and other disciplines. Understand China's policies and regulations on news, advertising, film and television, Internet and other aspects of communication. Understand the frontier achievements and development prospects of communication.

Professional Competence Requirements:

2.1 Strong writing ability, literary accomplishment and appreciation ability. Master the basic skills of news, advertising, film and television, network and other aspects of communication. Have a certain scientific research and practical work ability. Master the ability of literature retrieval, data query and using modern information technology to obtain relevant information. Have a correct understanding of lifelong learning and have the ability of continuous learning and adapting to development.

2.2 Have strong innovation and practical ability, proficient computer application ability. Have the ability of solving practical problems with a comprehensive use of theoretical knowledge, technical means and creative methods.

2.3 Have a certain organizational and managerial ability, can be competent in the relevant fields of professional research, copywriting planning, creative performance and management and other related work. In the work can correctly understand the impact of communication development on the real world and society.

2.4 Master a foreign language and be proficient in reading foreign books and documents related to specialty. Have the consciousness and ability of cross-cultural communication, competition and cooperation.

Professional Quality Requirements:

3.1 Love the socialist motherland, have lofty aspirations, have the ideal and sense of mission to strive for the country's prosperity and national rejuvenation, have good ideological and moral quality, healthy attitude towards life, good psychological quality and healthy physique.

3.2 Have a strong sense of social responsibility and scientific rigor. Have the professional qualities of innovation and breakthrough. Have strong ability of comprehensive analysis, thinking and imagination. Have a conscious sense of criticism and innovation. Have good interpersonal communication skills and spirit of solidarity and cooperation.

IV.学制与学位 Duration and Degree

学制： 4 年

Duration: 4 Years

学位： 文学

Degree: Bachelor of Arts

V.主干学科与主干课程 Main Subject and Main Course

主干学科：传播学

Main Subject: Communication

主干课程：中国传播史、外国传播史、传播心理学、新闻传播研究方法、新闻采访与写作、影视摄制与编辑基础、人际传播、组织传播、创新能力基础训练、新闻编辑、新闻评论、整合营销传播、大数据与舆情分析、融合新闻学、新闻传播伦理与法规

Main Courses: History of Chinese Communication, History of Foreign Communication, Psychology of Communication, Research Methods of Journalism and Communication, News Interview and Writing, Film and Television Production, Interpersonal Communication, Innovation Ability Training, News Editing, Integrated Marketing Communications, Organizational Communication, Journalism Editorial, Big Data and Public Opinion Analysis, Fusion Journalism,

VI. 毕业学分基本要求 Basic Requirements of Credits for Graduation

课程体系 Curriculum System		学分要求 Credits Requirements						
		必修 Compulsory		限修 Distributional Electives		选修 Free Electives		小计
		理论 Theory	实践 Practice	理论 Theory	实践 Practice	理论 Theory	实践 Practice	Subtotal
公共基础课程 Public Basic Courses	思想政治类 Ideological Politics Courses	15	2					17
	军事类 Military Courses	2	2					4
	外语类 Foreign Language Courses	6		2				8
	体育类 Physical Education Courses		4					4
通识教育课程 General Education Courses	核心通识课 Core General Education Courses			4				4
	新生研讨课 Freshman Seminar	2						2
学科与专业基础课程(含实验) Discipline and Specialty Foundational Courses(Including Experiments)	数学与自然科学基础课 Foundational Courses on Mathematics and Natural Science	1	1					2
	专业基础课 Professional Foundational Courses	15	3					18
专业课程(含实验) Specialized Courses(Including Experiments)	专业核心课程 Specialized Core Course	39	15					54
	专业限修课程 Specialized Restricted Courses			3-6	0-3			6
实习实践教学 Practice Courses	基本技能训练、实习实训、综合课程设计、社会与文化素质实践、毕业实习与毕业设计 Basic Skills Training, Practical Training, Integrated Curriculum Design, Social and Cultural Quality Practice, Graduation Internship and Graduation Design		12					12

多元化课程 Diversified Courses	跨学科课程、美育专业类课程、学科竞赛类课程、其它个性化选修课程等 Interdisciplinary Courses, Aesthetic Education Courses, Subject Competition Courses, other Personalized Elective Courses, etc			3.5-8	0-4.5			8
创新创业实践 Innovation and Entrepreneurship Practice	创新创业训练计划项目、个性化实验、学科竞赛、创新讲座等 Innovation and Entrepreneurship Training Program, Personalized Experiments, Subject Competition, Innovation Lectures, etc		2					2
必修环节 A Compulsory Part	大学生综合素质提升、学生体质达标测评 Comprehensive Quality Improvement Courses for College Students, Assessment of Students' Physical Fitness							0
总 计 Total								141

VII.课程设置细化表 Course Programs Table

公共基础课程 Public Basic Courses 共 33 学分，其中必修 31 学分，限修 2 学分，选修 0 学分 A total credits of 33, including 31 for compulsory courses, 2 for distributional electives and 0 for free electives								
课程类型 Course Type	课程名称 Course Name	课程性质 Nature of Course	总学分 Credits	课内实践学分 In-class Practice Credits	开课学期 Semester	开课学院 School	支撑毕业要求指标点 Indicators which Support Graduation Requirements	备注 Notes
思想政治类 Ideological Politics Courses	思想道德与法治 Ideological and Moral Education and the Rule of Law	必修 Compulsory	3	0.4	第 2 学期 2Nd Semester	马克思主义学院 School of Marxism	1 3.1	
	中国近现代史纲要 Conspectus of Chinese Modern History	必修 Compulsory	3	0.4	第 1 学期 1St Semester	马克思主义学院 School of Marxism	1 3.1	
	马克思主义基本原理 The Basic Principles of Marxism	必修 Compulsory	3	0.4	第 4 学期 4Th Semester	马克思主义学院 School of Marxism	1 3.1	
	毛泽东思想和中国特色社会主义理论体系概论 Introduction to Mao Zedong Thought and Theoretical System of Socialism with Chinese Characteristics	必修 Compulsory	3	0.4	第 5 学期 5Th Semester	马克思主义学院 School of Marxism	1 3.1	

思想政治类 Ideological Politics Courses	习近平新时代中国特色社会主义思想概论 Outline of Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era	必修 Compulsory	3	0.4	第 6 学期 6Th Semester	马克思主义学院 School of Marxism	1 3.1	
	形势与政策I Situation and Policy I	必修 Compulsory	0	0	第 1 学期 1St Semester	马克思主义学院 School of Marxism	1 3.1	
	形势与政策II Situation and Policy II	必修 Compulsory	0	0	第 2 学期 2Nd Semester	马克思主义学院 School of Marxism	1 3.1	
	形势与政策III Situation and Policy III	必修 Compulsory	0	0	第 3 学期 3Rd Semester	马克思主义学院 School of Marxism	1 3.1	
	形势与政策IV Situation and Policy IV	必修 Compulsory	0	0	第 4 学期 4Th Semester	马克思主义学院 School of Marxism	1 3.1	
	形势与政策V Situation and Policy V	必修 Compulsory	0	0	第 5 学期 5Th Semester	马克思主义学院 School of Marxism	1 3.1	
	形势与政策VI Situation and Policy VI	必修 Compulsory	0	0	第 6 学期 6Th Semester	马克思主义学院 School of Marxism	1 3.1	
	形势与政策VII Situation and Policy VII	必修 Compulsory	0	0	第 7 学期 7Th Semester	马克思主义学院 School of Marxism	1 3.1	
	形势与政策VIII Situation and Policy VIII	必修 Compulsory	2	0	第 8 学期 8Th Semester	马克思主义学院 School of Marxism	1 3.1	
军事类 Military Courses	军事理论 Military Theories	必修 Compulsory	2	0	第 1 学期 1St Semester	武装部 Security Office	1 3.1	
	军事技能 Military Skills	必修 Compulsory	2	2	短 1 学期 Short Semester 1	武装部 Security Office	1 3.1	
外语类 Foreign Language Courses	英语 I College English I	必修 Compulsory	2	0	第 1 学期 1St Semester	外国语学院 School of Foreign languages	2.4	
	英语 II College English II	必修 Compulsory	2	0	第 2 学期 2Nd Semester	外国语学院 School of Foreign languages	2.4	
	通用学术英语 English for General Academic Purposes	必修 Compulsory	2	0	第 3 学期 3Rd Semester	外国语学院 School of Foreign languages	2.4	
	职场英语 Workplace English	限修 Distributional Elective	2	0	第 4 学期 4Th Semester	外国语学院 School of Foreign languages	2.4	限选 1 门, 2 学分 Limited to 1 course, 2 credits
	交际与文化视听说 Viewing, Listening & Speaking in English -- Communication & Culture							

	语言、文化与翻译 Language, Culture and Translation							
	英语公共演讲 Public Speaking in English							
体育类 Physical Education Courses	体育 I Physical Education I	必修 Compulsory	1	1	第 1 学期 1St Semester	体育部 Dept. of Physical Education	3.1	
	体育 II Physical Education II	必修 Compulsory	1	1	第 2 学期 2Nd Semester	体育部 Dept. of Physical Education	3.1	
	体育 III Physical Education III	必修 Compulsory	0.5	0.5	第 3 学期 3Rd Semester	体育部 Dept. of Physical Education	3.1	
	体育 IV Physical Education IV	必修 Compulsory	0.5	0.5	第 4 学期 4Th Semester	体育部 Dept. of Physical Education	3.1	
	体育健康课程 I Diversified Physical Education Courses I	必修 Compulsory	0.5	0.5	第 5 学期 5Th Semester	体育部 Dept. of Physical Education	3.1	
	体育健康课程 II Diversified Physical Education Courses II	必修 Compulsory	0.5	0.5	第 6 学期 6Th Semester	体育部 Dept. of Physical Education	3.1	
通识教育课程 General Education Courses 共 6 学分，其中必修 2 学分，限修 4 学分，选修 0 学分 A total credits of 6, including 2 for compulsory courses, 4 for distributional electives and 0 for free electives								
课程类型 Course Type	课程名称 Course Name	课程性质 Nature of Course	总学分 Credits	课内实践学分 In-class practice credits	开课学期 Semester	开课学院 School	支撑毕业要求指标点 Indicators which Support Graduation Requirements	备注 Notes
核心通识课 Core General Education	“交通天下”通识课程 General Studies on Transportation	限修 Distributional Elective	4		2-8 学期 2-8 Semester	全校 The whole school	1 3.1	
新生研讨课 Freshman Seminar	传播专业现状与未来发展 Current Situation and Future Development of Communication	必修 Compulsory	2		第 1 学期 1St Semester	人文学院 School of Humanities	1	
学科与专业基础课程（含实验） Discipline and Specialty foundational Courses(Including Experiments) 共 20 学分，其中必修 20 学分，限修 0 学分，选修 0 学分 A total credits of 20, including 20 for compulsory courses, 0 for distributional electives and 0 for free electives								
课程类型 Course Type	课程名称 Course Name	课程性质 Nature of Course	总学分 Credits	课内实践学分 In-class practice credits	开课学期 Semester	开课学院 School	支撑毕业要求指标点 Indicators which Support Graduation Requirements	备注 Notes
数学与自然科学基础课 Foundational Courses on Mathematics and Natural Science	统计与数据分析 Statistics and Data Analysis	必修 Compulsory	2	1	第 3 学期 3Rd Semester	人文学院 School of Humanities	1 2.1	

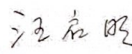
专业基础课 Professional Foundational Courses	美学概论 Introduction to Aesthetics	必修 Compulsory	2		第 1 学期 1St Semester	人文学院 School of Humanities	1 3.1 3.2	
	社会学概论 Introduction to Sociology	必修 Compulsory	2		第 1 学期 1St Semester	人文学院 School of Humanities	1 2.1	
	传播学概论 Introduction to Communication	必修 Compulsory	2		第 1 学期 1St Semester	人文学院 School of Humanities	1 2.1	
	广告学概论 Introduction to Advertising	必修 Compulsory	2		第 1 学期 1St Semester	人文学院 School of Humanities	1 2.1	
	马克思主义新闻理论 Marxist Theory of Journalism	必修 Compulsory	2		第 2 学期 2Nd Semester	人文学院 School of Humanities	1 2.1 3.1	
	数码摄影 Digital Photography	必修 Compulsory	3	1.5	第 2 学期 2Nd Semester	人文学院 School of Humanities	1 2.2	
	电脑图文设计 Computer Graphics and Text Design	必修 Compulsory	3	1.5	第 2 学期 2Nd Semester	人文学院 School of Humanities	1 2.2	
	网络与新媒体概论 Introduction to Network and New Media	必修 Compulsory	2		第 2 学期 2Nd Semester	人文学院 School of Humanities	1 2.1	
专业课程（含实验） Specialized Courses(Including Experiments) 共 60 学分，其中必修 54 学分，限修 6 学分，选修 0 学分 A total credits of 60, including 54 for compulsory courses, 6 for distributional electives and 0 for free electives								
课程类型 Course Type	课程名称 Course Name	课程性质	总学分	课内实 践学分	开课学期	开课学院	支撑毕业要 求指标点	备注
		Nature of Course	Credits	In-class practice credits	Semester	School	Indicators which Support Graduation Requirements	Notes
专业核心课程 Specialized Core Course	中国传播史 History of Chinese Communication	必修 Compulsory	2		第 3 学期 3Rd Semester	人文学院 School of Humanities	1 2.1	
	传播心理学 Psychology of Communication	必修 Compulsory	2	1	第 3 学期 3Rd Semester	人文学院 School of Humanities	1 2.1	
	新闻传播学研究方法 Research Methods of Journalism and Communication	必修 Compulsory	2	1	第 3 学期 3Rd Semester	人文学院 School of Humanities	1 2.1	
	新闻采访与写作 News Interview and Writing	必修 Compulsory	3	1.5	第 3 学期 3Rd Semester	人文学院 School of Humanities	1 2.1	
	外国传播史 History of Foreign Communication	必修 Compulsory	2		第 4 学期 4Th Semester	人文学院 School of Humanities	1 2.1	
	影视摄制与编辑基础 Film and Television Production	必修 Compulsory	3	1.5	第 4 学期 4Th Semester	人文学院 School of Humanities	1 2.2	
	人际传播 Interpersonal Communication	必修 Compulsory	2		第 4 学期 4Th Semester	人文学院 School of Humanities	1 2.1	
	创新能力基础训练 Innovation Ability Training	必修 Compulsory	3	1.5	第 4 学期 4Th Semester	人文学院 School of Humanities	1 2.1	
	广播电视概论 Introduction to Radio and Television Studies	必修 Compulsory	2		第 4 学期 4Th Semester	人文学院 School of Humanities	1 2.1	
	视频内容创作 Video Contents Creation	必修 Compulsory	3	1.5	第 4 学期 4Th Semester	人文学院 School of Humanities	1 2.2	

专业核心课程 Specialized Core Course	新闻编辑 News Editing	必修 Compulsory	3	1.5	第 5 学期 5Th Semester	人文学院 School of Humanities	1 2.1	
	整合营销传播 Integrated Marketing Communication	必修 Compulsory	3		第 5 学期 5Th Semester	人文学院 School of Humanities	1 2.3	
	组织传播 Organizational Communication	必修 Compulsory	2		第 6 学期 6Th Semester	人文学院 School of Humanities	1 2.1	
	音频内容创作 Audio Contents Creation	必修 Compulsory	3	1.5	第 5 学期 5Th Semester	人文学院 School of Humanities	3.1 3.2.2	
	多媒体叙事 Multimedia Narration	必修 Compulsory	2	1	第 5 学期 5Th Semester	人文学院 School of Humanities	1 2.1	
	视听传播 Visual and Audio Communication	必修 Compulsory	2		第 5 学期 5Th Semester	人文学院 School of Humanities	1 2.1	
	新闻评论 Journalism Editorial	必修 Compulsory	3	1.5	第 5 学期 5Th Semester	人文学院 School of Humanities	1 2.1	
	大数据与舆情分析 Big Data and Public Opinion Analysis	必修 Compulsory	3	1.5	第 6 学期 6Th Semester	人文学院 School of Humanities	1 2.2	
	融合新闻学 Fusion Journalism	必修 Compulsory	3		第 3 学期 3Rd Semester	人文学院 School of Humanities	1 2.1	
	电影学概论 Introduction to Film Studies	必修 Compulsory	2		第 4 学期 4Th Semester	人文学院 School of Humanities	1 2.1	
	新闻传播伦理与法规 Communication Ethics and Regulations	必修 Compulsory	2		第 5 学期 5Th Semester	人文学院 School of Humanities	1 2.1	
	数据可视化 Data Visualization	必修 Compulsory	2		第 7 学期 7Th Semester	人文学院 School of Humanities	1 2.2	
专业限修课程 Specialized Restricted Courses (需同时满足两类限修课各自类别的最低分数要求, 且总分不低于 6 学分) (The minimum scores for each of the 2 types of distributional elective courses should be met, and the total score should not be less than 6 credits)	跨文化传播 (双语) Cross-cultural Communication (Bilingual)	限修 Distributional Elective	2		第 4 学期 4Th Semester	人文学院 School of Humanities	1 2.4	限修 2 学分 Distributional Elective 2 Credits
	数字视频后期制作 (双语) Post-production of Digital Video (Bilingual)		2	1	第 5 学期 5Th Semester	人文学院 School of Humanities	1 2.4	
	深度融合报道 In-depth Integrated Reporting	限修 Distributional Elective	2	1	第 4 学期 4Th Semester	人文学院 School of Humanities	1 2.1	限修 4 学分 Distributional Elective 4 Credits
	科技传播 Science and Technology Communication		2		第 5 学期 5Th Semester	人文学院 School of Humanities	1 2.1	
	媒介批评 Media Criticism		2	1	第 6 学期 6Th Semester	人文学院 School of Humanities	1 2.1	
	传媒经济学 Media Economics		2		第 6 学期 6Th Semester	人文学院 School of Humanities	1 2.1	
实习实践教学 Practice Course 共 12 学分, 其中必修 12 学分, 限修 0 学分, 选修 0 学分 A total credits of 12, including 12 for compulsory courses, 0 for distributional electives and 0 for free electives								

课程类型 Course Type	课程名称 Course Name	课程性质 Nature of Course	总学分 Credits	课内实践学分 In-class practice credits	开课学期 Semester	开课学院 School	支撑毕业要求指标点 Indicators which Support Graduation Requirements	备注 Notes
基本技能训练、实习实训、综合课程设计、社会与文化素质实践、毕业实习与毕业设计 Basic Skills Training, Practical Training, Integrated Curriculum Design, Social and Cultural Quality Practice, Graduation Internship and Graduation Design	马克思主义新闻观体认实习 Experiencing and Cognizing of Marxist View of Journalism	必修 Compulsory	1	1	短 1 学期 Short Semester 1	人文学院 School of Humanities	1 3.1 3.2	
	马克思主义新闻影像创作实习 Marxist News Image and Video Creation	必修 Compulsory	1	1	短 2 学期 Short Semester 2	人文学院 School of Humanities	1 3.1 3.2	
	融合新闻作品创作 Fusion News Creation	必修 Compulsory	1	1	短 3 学期 Short Semester 3	人文学院 School of Humanities	1 2.1 2.2	
	学术论文写作 Academic Paper Writing	必修 Compulsory	1	1	短 3 学期 Short Semester 3	人文学院 School of Humanities	2.1 2.3 2.4	
	毕业论文（设计） Graduation Thesis (Design)	必修 Compulsory	8	8	第 8 学期 8Th Semester	人文学院 School of Humanities	1 2.1 2.2 2.3 2.4	
多元化课程 Diversified course 共 8 学分，其中必修 0 学分，限修 8 学分，选修 0 学分 A total credits of 8, including 0 for compulsory courses, 8 for distributional electives and X for free electives								
课程类型 Course Type	课程名称 Course Name	课程性质 Nature of Course	总学分 Credits	课内实践学分 In-class practice credits	开课学期 Semester	开课学院 School	支撑毕业要求指标点 Indicators which Support Graduation Requirements	备注 Notes
跨学科课程、美育专业类课程、学科竞赛类课程、其它个性化选修课程等 Interdisciplinary Courses, Aesthetic Education Courses, Subject Competition Courses, other Personalized Elective Courses, etc	交互广告制作 Interactive Advertising Production	限修 Distributional Elective	3	1.5	第 4 学期 4Th Semester	人文学院 School of Humanities	1 2.2	限修 8 学分 Distributional Elective 8 Credits
	平面广告创意表达 Creative Expression of Print Advertisement		3		第 4 学期 4Th Semester	人文学院 School of Humanities	1 2.2	
	广告策划与创意 Creative Strategy in Advertising		3	1.5	第 4 学期 4Th Semester	人文学院 School of Humanities	1 2.1	
	广告摄影 Advertising Photography		3	1.5	第 5 学期 5Th Semester	人文学院 School of Humanities	1 2.2	
	品牌传播视觉表达 Visual Expression of Brand Communication		3	1.5	第 6 学期 6Th Semester	人文学院 School of Humanities	1 2.2	
	广告文案写作 Advertising Copy Writing		3		第 6 学期 6Th Semester	人文学院 School of Humanities	1 2.1	
	视频广告创作 Video Advertising Creation		3	1.5	第 6 学期 6Th Semester	人文学院 School of Humanities	1 2.2	

	社交媒体营销 Social Media Marketing		2		第 6 学期 6Th Semester	人文学院 School of Humanities	1 2.3	
创新创业实践 Innovation and Entrepreneurship Practice 共 2 学分，其中必修 2 学分，限修 0 学分，选修 0 学分 A total credits of 2, including 2 for compulsory courses, 0 for distributional electives and 0 for free electives								
课程类型 Course Type	课程名称 Course Name	课程性质 Nature of Course	总学分 Credits	课内实践学分 In-class practice credits	开课学期 Semester	开课学院 School	支撑毕业要求指标点 Indicators which Support Graduation Requirements	备注 Notes
创新创业训练计划项目、个性化实验、学科竞赛、创新讲座等 Innovation and Entrepreneurship Training Program, Personalized Experiments, Subject Competition, Innovation Lectures, etc	课外创新实践 Extracurricular Innovation Practice	必修 Compulsory	2	2	2-8 学期 2-8 Semester	人文学院 School of Humanities	2.2 2.3 3.3	按照《人文学院创新创业实践学分管理办法》规定执行 By Credit Recognition and Management of Innovative Practice in School of Humanities
必修环节 A compulsory part 共 0 学分，其中必修 0 学分，限修 0 学分，选修 0 学分 A total credits of 0, including 0 for compulsory courses, 0 for distributional electives and 0 for free electives								
课程类型 Course Type	课程名称 Course Name	课程性质 Nature of Course	总学分 Credits	课内实践学分 In-class practice credits	开课学期 Semester	开课学院 School	支撑毕业要求指标点 Indicators which Support Graduation Requirements	备注 Notes
大学生综合素质提升、学生体质达标测评 Comprehensive Quality Improvement Courses for College Students, Assessment of Students' Physical Fitness	大学生综合素质提升（第二、第三课堂） Comprehensive Quality Improvement Courses for College Students (The Second and Third Classroom)	必修 Compulsory	0	0	1-8 学期 1-8 Semester	校团委 Communist Youth League Committee	3.1 3.2	
	学生体质达标测评 Assessment of Students' Physical Fitness	必修 Compulsory	0	0	秋季学期 fall Semester	体育部 Dept. of Physical Education	3.1	
学分总计 Total Credits			141					

西南交通大学培养方案变更申请表（1）

申请单位		专业（方向）		涉及年级		涉及学生人数
人文学院		传播学		2020 级、2021 级、2022 级		210
课程名称	课程编码	课程学分	选修性质	开课学期	变更内容	变更原因
品牌传播视觉表达	SHUM008512	3	限选	第 6 学期	停开	目前本专业学生限选课程选择多而分散（课程属于多元化课程模块，共有 8 门课，23 学分，而计划要求修满 8 学分即可），为了优化教学，申请停开此课程，该课程的停开不影响学生毕业。
本专业专家论证意见（可另附表）：						
专业负责人意见： 同意 专业负责人签名：  2022 年 10 月 12 日		教授委员会意见： 经 2022 年 10 月 12 日教授委员会讨论，与会委员表决情况如下： 人文学院教授委员会共 13 人，参与评审投票的 11 人，11 票同意。 教授委员会主任签名：  2022 年 10 月 13 日		学院/中心 意见：  院长/主任 签名：  学院/中心（盖章）： 2022 年 10 月 14 日		
开课学院/中心 意见：（如变更课程非本单位需要填写本栏） 开课单位教学负责人 签名： _____ 年 月 日						

