

A Practical Case of the Comprehensive Reform of the Course Teaching of "Advertising Creativity"

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Abstract

"Advertising Creativity" is the core course of advertising. Cultivating students' creative thinking ability and creative practice ability is the main goal of the course. In order to achieve this goal, it is particularly important to carry out comprehensive reforms around the curriculum structure, teaching methods, and assessment methods.

Keywords

Advertising Creativity; Teaching Methods; Evaluation; Innovative Thinking.

1. Introduction

With the development of social economy, media forms are becoming more and more diversified, information is expressed as explosive output, and the audience's attention is becoming more and more difficult to grasp. In such a realistic environment, advertisements have higher and higher requirements for creativity, and advertising companies have higher and higher requirements for advertising professionals. How to improve the teaching effect of the classroom? How to cultivate students' creative thinking ability and creative practice ability? I have made the following explorations during the teaching process of the "Advertising Creativity" course.

2. The Curriculum Framework is Rationalized

2.1. "One Center" Means to Cultivate Creative Thinking as the Center

Innovative thinking is the core of the intellectual structure of innovative talents. It is an indispensable element for society and even individuals. It is a thinking activity that solves problems in a new way. Innovative thinking emphasizes pioneering and breakthrough, and has a clear initiative when solving problems. This kind of thinking is linked with creative activities and embodies the social value of novelty and uniqueness. From a macro perspective, creativity is one of the driving forces of social progress; from a micro perspective, creativity is a measure of the level of talent and ability. The advertising industry itself is extremely creative and challenging, and requires more innovative talents than other industries. We take the cultivation of students' creative thinking as the core, which in fact gives our students the best weapon to go to the market, and is also the best way to create our professional characteristics.

2.2. The "Two Platforms" are Two Teaching Platforms Built around the Cultivation of Students' Creative Thinking Ability

One is the classroom. The second is the school network teaching platform. The two platforms support each other to form a three-dimensional structure for cultivating students. The effective construction of the two platforms can greatly exert the students' dominant position in teaching, and can cultivate students' active exploration ability, group collaboration ability, self-management ability, etc.

2.3. "Three Combinations" Means to Realize the Integration of Multiple Disciplines in the Curriculum

the combination of course teaching and quality education, and the combination of college students' employment and entrepreneurship ability training. Advertising is a comprehensive subject, which interpenetrates with sociology, psychology, journalism, communication, economics, etc.; specifically, the service objects of advertising have a huge industry span, and the products involved in advertising The professional scope of the company is extremely wide. The advertising industry involves all fields from media to law to spiritual and cultural construction, etc. Therefore, to cultivate excellent advertisers, innovative thinking ability is the core, the integrity of the knowledge structure is the foundation, and the team consciousness is the guarantee. Realizing employment and entrepreneurship is fundamental.

2.4. "Four Practices"

Practice is the test of classroom teaching. Through practice, the theory can be confirmed; through practice, the school and the market are connected, so that students can better realize the transition from classroom to market. In accordance with the gradual principle of ability training, we have found four practical paths suitable for students. One is a mock proposal that combines classroom content. Through this special training, students can master the actual process and operation methods of various advertising activities; the second is the professional advertising competition. Use various competitions as an effective means of training soldiers, and at the same time play a very good role in motivating students. The third is the practice of professional courses. The fourth is real proposals and students' entrepreneurial practice. Through such practical training from shallow to deep, from simulation to reality, theory and practice can be connected to each other. It not only enables students to have a solid grasp of professional theories, but also flexibly use the theories they have learned. It can cultivate students' understanding of the market, analytical skills, project execution skills, teamwork skills, and interpersonal communication skills.

2.5. "Five-tier Evaluation" Means that the Evaluation of Students is Carried out in a Combination of Online and Offline Methods

There are 4 offline and 1 online, which are divided into five levels. This evaluation system can complete the evaluation of the students' learning process to the greatest extent, and at the same time make the evaluation system an effective means of motivating students. The student's online and offline results are combined into the student's final grade.

3. Teaching Method Reform

The fundamental goal of our teaching method reform is: the optimization of teaching effects and the real improvement of students' abilities. Around the realization of this goal, our reform idea is: to stimulate the internal drive of students to learn and provide a platform for value realization. This actually solves two problems of students' learning: why learn? What is the result of completing the study? It also solves the two problems of teacher teaching: Why do I teach? What is the result of such teaching?

The specific teaching methods are as follows:

3.1. Make Full Use of the School's Online Teaching Platform to Realize the Combination of Online and Offline Teaching and Form the Complementary Advantages of Online and Offline

3.2. Combination of Teaching Method and Group Discussion Method

This teaching method is used in the basic theory part of the teaching content. The advantage of this method is that it can not only make effective use of classroom time, but also make up for the lack of passive acceptance of traditional teaching methods.

3.3. Case Teaching Method

Case teaching method runs through the whole course teaching activities. The cultivation of creative thinking ability is the core of our curriculum, but where does creativity come from? We believe that on the one hand, there must be scientific thinking training methods, on the other hand, students must have the accumulation of creative materials. "Case teaching method" is both a means of thinking training and a good way to accumulate materials. The key to case teaching method is the choice of cases. We try to analyze the curriculum system through in-depth analysis of a large number of cases, selection and curriculum Corresponding sets of cases, there are correlations between the cases, so that students can master the basic principles, strategies and methods of advertising creativity through the cases; the cases are forward-looking, that is, they must reflect the forefront of advertising practice, so that students' thinking and The horizon moves closely with the trend of advertising; the case must also be typical, able to highlight the problem; at the same time, it must be interesting and make students willing to learn actively.

3.4. Game Creativity Method

The main purpose is to stimulate students' creative potential, cultivate teamwork ability, and let students participate in the creative process with a relaxed mind in the game environment. This kind of training method that integrates entertainment, competition and pertinence is the most popular among students. This method is suitable for the cultivation of students' individual creative ability.

3.5. On-site Experience Teaching Method

Let students directly participate in and experience the implementation process of advertising creative solutions at the site of advertising activities, and accumulate practical experience in the industry.

3.6. The Simulated Proposal Teaching Method

The mock proposal is a drill before the actual combat. Through this method, students can understand the entire link of advertising creativity, the basic process of advertising activities, and can comprehensively apply the knowledge of advertising.

3.7. Project Implementation Law

Project implementation is a method of real operation of the project on the basis of simulating proposals. The project comes from a local SME in Zibo. We can divide students into several groups according to their requirements and make proposals separately. Companies can choose one of them according to the final proposal, or they can integrate several groups of proposals, but the implementation process must be attended by students. After the project is over, students should evaluate the implementation effect, reflect on and summarize the plan.

4. Reform of Assessment Methods

The reform of assessment methods is the characteristic of this educational reform project. I call it "Five Evaluations." This evaluation system can form a complete monitoring of the student's learning process.

Offline evaluation: The test is divided into four parts, each of which has a different focus. The specific method is as follows:

4.1. Assessment of Basic Theories

The exam format is a test paper. The content of the test paper will cover the basic theoretical knowledge that students should master. The test questions are mainly open and creative questions, which account for 30% of the overall evaluation.

4.2. Assessment of Skills and Knowledge

The examination format is to submit works and creative descriptions. The focus of the assessment is the students' creative expression ability and creative elaboration ability. It accounts for 20% of the overall evaluation.

4.3. Group Proposal

The exam format is group work. Each group will take one question and complete it in three weeks. Teams on the same project in different classes PK each other. Each group submits a complete plan, and one person is responsible for reporting to all students, and all members accept questions from teachers and students. It accounts for 30% of the overall evaluation.

4.4. Practice Projects

This assessment focuses on examining students' practical ability, market analysis ability and comprehensive practical ability. The assessment focuses on the process, the teacher must strengthen the control of the project implementation process, and emphasize the market effect of the final implementation. The score accounts for 20% of the total evaluation.

The combination of the four-fold assessment is the student's offline assessment score.

Online evaluation: This teaching reform makes full use of the technical advantages of the network platform. The leading content, assessment content, self-study content, homework, group discussion, etc. of classroom teaching can be completed online, so it can give full play to information technology in recording, analysis, and Advantages in processing data, complete the detection and evaluation of students' independent learning and learning process. The score is 100 points.

The student's final grade is a combination of the online and offline results. The proportional relationship between the two parts in the total score can be adjusted slowly in the practice of teaching reform. With the maturity of the network platform construction and the hybrid teaching model, the score ratio of online evaluation can be gradually increased, eventually reaching 50%. But in the early stage of education reform, the proportion can be controlled at about 30%.

5. Conclusion

The comprehensive reform of "Advertising Creativity" has a very good effect in the first-level teaching practice, and the students' learning enthusiasm and practical ability have been greatly improved. But the teaching reform is endless, and it needs to be explored continuously in the needs of society and students.

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