

中國文化大學
CHINESE CULTURE UNIVERSITY
新聞暨傳播學院
COLLEGE OF JOURNALISM & COMMUNICATION

▶ 廣告學系簡報 ◀

▶ 2023/ 11/24

鈕則勳 系主任



Features of Department of Advertising

- Cultivate graduates with the strongest practical skills ready for the workplace- “Employment upon graduation.”
- Ranked 4th nationwide in online presence- “Let you be the king of social media traffic.”
- Garner over 700 media exposures in recent 7 years- “Teach you how to get creative media coverage.”
- Host the most industry-standard graduation exhibition- “Companies pay you to do marketing.”
- Our graduates consistently perform exceptionally well in various aspects of the media, advertising, and public relations industries.
- We offer you Scholarship of Advertising Education- “Make you superior to others.”



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Department positioning and courses

- ◆ We are the earliest established advertising program, emphasizing the verification and integration of theory and practice, and strive to become the most comprehensive and diverse center for advertising education in Taiwan that seamlessly connect to the workplace.
- ◆ The only department divided into three clusters: "Advertising Strategy and Planning," "Advertising Creative Performance," and "Creative Industry Marketing," We offer a series of courses at the integration of marketing and communication studies in order to expand the new realms of digital advertising. Students acquire advertising strategy design and creativity.



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Future Career Development for Students

- ✓ Graduation Projects : Collaborative industry projects, individual creative endeavors, and research-oriented papers. Students are given the option to select a category based on their interests and future aspirations in order to increase their own potentials .
- ✓ Employment: Students excel through internships and graduation exhibitions. Industry professionals identify promising talents or teams during these processes, facilitating smooth transitions into the workforce, and to the high satisfaction of the business owners.
- ✓ Advanced Studies : Domestic and international graduate institutions specializing in advertising, communication, art, multimedia, and marketing-related studies, multiple developments achieve your life career.



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