

Thoughts on the Problems in the Teaching Design of Advertising Course

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Abstract—In the era of the knowledge-based economy, the demand for advertising professionals in the social market will be greatly improved. Therefore, in training professional advertising talents, colleges and universities should carry out in-depth reform and innovation of advertising courses, keep up with the pace of the times, and cultivate advertising professionals who can meet the needs of the social market. Through a brief description of what advertising is, this paper analyses the problems existing in the current course design of advertising in China and explores how to reform the course design of advertising in response to these problems.

Keywords—education; advertising; curriculum; reform and innovation

I. INTRODUCTION

The reform of education in China is deepening. Our country has already determined the syllabus of teaching courses and is gradually implementing the educational plan of training professional talents. However, while the school abides by the relevant system, how to choose the teaching content reasonably, how to update the teaching methods and assessment system in time, how to teach students in accordance with their aptitude, so that the students trained in Colleges and universities can meet the needs of the social market, has become a topic of concern. At present, there are some common problems in the teaching design of Advertising Courses in Colleges and universities in China: students are still in a passive position in learning, teaching content cannot meet the needs of students' individualization, teaching methods are too simplified, practice is not valued, and assessment system is not scientific enough, etc. In view of the problems existing in the teaching design of advertising course, this paper explores how to reform the teaching design of advertising course from different perspectives.

II. WHAT IS ADVERTISING?

Advertising is a subject based on the knowledge of other disciplines. Advertising involves a lot of basic knowledge and

theories of other disciplines, so we can see that advertising involves a lot of knowledge. Not only that, advertising learns theoretical surprises, but it is also closely linked with practice. It is a process of advertising activities and existing laws. In the end, through this series of basic time, we summarized our own unique theory. Therefore, although advertising is an independent subject in people's eyes, it is a comprehensive subject. Advertising is one of the compulsory basic courses for students majoring in advertising. Before the advertising came out, the students majoring in advertising were all learning professional knowledge such as color design, art design and some sketches. After the advertising came out, the students could understand and understand advertising as a whole through the advertising study. Advertising includes the process of advertising activities. As well as the laws, the history of advertising design, the planning of advertising and the law of advertising development, the course of advertising requires students to master the writing skills related to advertising, master the relevant process of advertising production skillfully, and establish a holistic view of advertising production, laying a solid foundation for future advertising production.

III. PROBLEMS EXISTING IN THE TEACHING DESIGN OF ADVERTISING COURSE IN CHINA

A. *We did not update the teaching contents in time.*

Advertising course teaching design is mainly designed in terms of teaching content, teaching methods and assessment system. The teaching content of advertisement course should follow the syllabus, and clearly grasp the following eight points: what is advertisement, who is the target of advertisement, what is the specific content of advertisement, how to apply creativity and art to advertisement, what kind of media should be used for advertisement dissemination, when to broadcast advertisement, the frequency of advertisement broadcasting, and where to proceed. What laws do banks have on advertising and advertising? What seems to be involved in advertising is very complicated. In fact, the logic is very clear. The knowledge that the students want to know can be simply said: What is advertising? Who should be advertised? What kind of advertisements do you advertise? How to advertise? What do you advertise with? When and where do you advertise? What kind of advertisements can't be advertised? [2] On the basis of mastering the contents of these courses, educators should attach most importance to the speed of knowledge updating in advertising. At present, the content of Advertising Courses in many colleges and universities in our country is relatively

1. Zhuhai College, Jilin University: "Zhuhai College of Jilin University—Zhuhai Jinjia Creative Valley Development Co., Ltd. Practice Teaching Base" (No. ZLGC20150603);

2. Guangdong Provincial Department of Education: "Practice Teaching Base of Zhuhai Jinjia Creative Valley Development Co., Ltd." (No.: 201700);

3. Zhuhai College, Jilin University: "Construction and Innovation of the Results-oriented Talent Training Course "Advertising Comprehensive Training" Course (No. ZLGC20180830);

4. Guangdong Provincial Department of Education: "Construction and Innovation of the Results-oriented Talent Training Course "Advertising Comprehensive Training" Course (No. 2018009)

backward. Some of the latest ideas and creative students cannot contact and learn in time, resulting in serious social derailment of students. For example, some new technologies, such as the application of Wb3.0 Internet in advertising, and some university teaching contents are still in the technology that has been eliminated, which has no significance for students to learn advertising. At the same time, with the continuous development of China's economy, people's living standards are improving day by day, and the requirements for the quality of life are getting higher and higher. For the relevant personnel of advertising teaching, they should timely grasp the latest consumption concept and consumption mode of consumers and apply them in advertising, so as to cultivate advertising professionals adapted to the current social development.

B. Students are still in a passive state in the process of teaching

Influenced by traditional education, teachers still play an important role in the teaching mode of advertising course in Colleges and universities in our country. The teaching methods are mainly oral teaching. In addition, chalk, blackboard and multimedia are also used to teach. Thus, the teaching mode of single transmission of information lacks the necessary communication and interaction with students, so that students are always in a passive state of learning. It is not conducive to the promotion of students' interest in advertising learning, and even can cause students to have feelings of disgust and resistance [4].

C. The teaching assessment system is not scientific enough.

At present, the content of advertising assessment in Colleges and universities in our country is generally based on homework and attendance, in which the examination results and final Keith scores are calculated in a certain proportion. Such an assessment system exerts great pressure on students' learning, especially for students with poor self-control; it is easy to drop out. At the end of the term, because students have to deal with multi-disciplinary examinations. As a result, students are overburdened in examinations. Such an assessment system will cause students to memorize the relevant knowledge only in order to cope with the examination, so that short-term memory will soon be forgotten, leading to students do not really learn knowledge into, let alone the flexible use of knowledge.

D. Emphasizing Theory and Ignoring Practice

Advertising includes not only theoretical knowledge, but also very strong professional practice. At present, advertisement is regarded as a basic theoretical course in the course of advertisement teaching in Colleges and universities in our country, which neglects the content of practical teaching completely, or reduces time teaching to teaching words, fails to cooperate and contact with advertisement enterprises related to the current market, and fails to grasp the information of advertisement in the current market in time so as to enable students to do so. Unable to apply the knowledge of advertising to specific advertising practice or enterprise planning, it has seriously hindered the improvement of students' practical ability. Such a teaching method will make students less

enthusiastic about the course and make students less interested in learning in the process of learning advertising [5].

E. The teaching idea is too backward

With the continuous development of China's economy and the advent of the Internet era, along with the continuous improvement of people's living standards, people's pace of life is also accelerating. It can be said that people and things in the world are changing every day. For the course design of advertising teaching, we should also adapt to the characteristics of the times and timely reform and update the teaching concepts, teaching modes and teaching methods related to advertising. However, at present, there are still some backward phenomena in the teaching process of advertising in our universities, such as teaching ideas, teaching methods and teaching modes. Such traditional teaching concepts and modes are contrary to the innovation advocated in advertising, so there are still many problems in the course design of advertising [6]. For example, in the process of teaching, the teacher did not connect advertising with other related subjects, but only paid attention to the cultivation of students' professional quality, which is not conducive to the improvement of students' comprehensive quality; the traditional teaching method greatly reduced students' interest in advertising learning, seriously affecting students' learning effect; the content of teaching is not practical. Interpersonal life is like a connection, which makes the theory and reality learnt by students divorced from each other, and is not conducive to students' future career development.

F. Lack of corresponding practice teaching platform

Advertising is a highly operational specialty. According to the definition of advertising, it can be seen that advertising requires students to have a thorough grasp of the whole process of advertising activities and a systematic study of the relevant laws in advertising activities on the basis of understanding the relevant theoretical knowledge of advertising. Therefore, it can be said that the relevant theories in advertising are preparatory work for practice. But in the process of advertising time, it is also inseparable from the relevant guidance of advertising theory. Although from the content of advertising textbooks, I feel that this is a theoretical course with a lot of theoretical knowledge, in fact, it still has advertising planning activities and related time activities such as advertising design [7]. But at present, in the course design of advertisement course in our universities, there is a general lack of practical teaching and training for students. For advertisement teaching in the process of teaching, schools have established any practical platform. Most of the students who study advertisement are in multimedia classrooms. Even some schools still use ordinary teachers to teach students. Such a teaching platform is strict. It seriously hinders the cultivation of students' practical ability.

IV. EFFECTIVE REFORM OF ADVERTISING COURSE DESIGN

A. Effective transformation of teaching concepts

The purpose of education is to make the trained talents meet the needs of social development. Advertising education is no exception. After the arrival of the era of knowledge-based

economy, advertisement educators should abandon the traditional teaching ideas in time, not only focusing on imparting knowledge from books to students, but also on cultivating students' analytical and innovative abilities, so as to thoroughly update and reform the traditional teaching ideas. By using the new teaching concept, the advertising professionals trained can make perfect use of the advertising theory they have learned in advertising design, so that the universities can cultivate more excellent talents that meet the needs of social development.

B. Strengthening the content of practical teaching

At present, the traditional advertising education lacks some rigor, accuracy and integrity in training students' advertisement creators. However, with the advent of the era of the knowledge-based economy, the demand for advertising professionals is becoming higher and higher. Therefore, in the course design of advertising course, educators need not only to strengthen the training of students' professional knowledge and skills, but also to enhance students' creative ability, innovative ability and divergent thinking ability. In order to effectively cultivate these abilities of students majoring in advertising, schools should pay more attention to the content of practical teaching. Colleges and universities can connect with enterprises' memory related to social advertising, provide more practice opportunities for students, and constantly encourage students to go out of the campus. Such practical experience can not only enable students to apply the theoretical knowledge they have learned to practice in a timely manner. It can also enable students to grasp the relevant dynamics of the advertising industry in time, to have a thorough understanding of what kind of advertising information enterprises need, and to help students find their own shortcomings in time [8]. In addition to students going out of campus accidents, relevant professional teachers should also go out of campus and actively participate in practical activities in advertising enterprises, so that they can timely grasp the latest trends in the industry, and have time and experience to better impart knowledge to students, make use of students yearning for future career, and constantly enhance students' interest in future work in the industry. Interest can constantly promote the interaction and exchange between teachers and students, which is conducive to students' learning.

C. Changing the Mode of Classroom Teaching

Traditional cramming teaching has been unable to adapt to the current students' learning, blindly instilling knowledge will only make students lose interest in the subject of advertising. Therefore, advertising teachers should combine the characteristics of students' development, timely change the classroom teaching mode; constantly strengthen classroom

interaction with students, so that students can actively participate in the classroom atmosphere. Therefore, advertising teachers can use multimedia technology to continuously improve students' attention in the classroom, and can use PPT to develop students' appreciation level. Ying, not only can play a very good role in guiding students visually, but also can let students discuss in class, express their opinions, constantly mobilize the learning atmosphere of the classroom, make the classroom a platform for students to communicate, and help students to learn advertising knowledge [9].

V. CONCLUSION

With the continuous development of China's economy, the era of the knowledge economy has come. Advertising course teaching design has met many challenges. In order to enable colleges and universities to adapt to the changes of the times and cultivate excellent professional advertising talents, advertising educators should put forward targeted solutions on the basis of a comprehensive understanding of the existing problems in the teaching design of advertising courses. Only by reforming and innovating the relevant theories and teaching methods of advertising course in time, can we improve the comprehensive quality of advertising students as a whole.

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