Curriculum of the Department of Communication Arts (New Media International)

for 2025 students

			Constitution and I I									for 2025 students
				Credits and H								
	Course Title			Fresl	hman	Sophomore		Junior		Sei	nior	
Category			total	Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Remarks
	FRE	ESHMAN ENGLISH	8	4	4							
	FRESHMAN ENGLISH SOPHOMORE ENGLISH			_	7	4	4					
	JUNIOR ENGLISH					7		2	2			
	HUMAN DEVELOPMENT: INTRODUCTION TO UNIVERSITY STUDIES (I)			1								
	HUMAN DEVELOPMENT: INTRODUCTION TO UNIVERSITY STUDIES (II)				1							
	CLOUD TECHNOLOGY AND INTELLIGENT COMMERCE APPLICATIONS			2	(2)							1st or 2nd semester
	AI THINKING AND PROGRAMMING DESIGNS			(2)	2							1st or 2nd semester
University Cores	Ge	HUMANITIES AND ARTS	2	2	(2)	(2)	(2)	(2)	(2)			1st to 3rd grade, first or second semester
ver	General Education Course	ENVIRONMENT AND SUSTAINABILITY	2	(2)	2	(2)	(2)	(2)	(2)			1st to 3rd grade, first or second semester
sity	Educ	NATURE AND SCIENCE	2	2	(2)	(2)	(2)	(2)	(2)			1st to 3rd grade, first or second semester
C)	cation	SOCIETY, LAW, AND POLITICS	2	(2)	2	(2)	(2)	(2)	(2)			1st to 3rd grade, first or second semester
ore	1 Cou	ADVANCE COURSES AND COURSES ON STUDYING TRANS-DISTRICT ISSUES	2					2	(2)			1st or 2nd semester
0)		CHOOSE ONE FROM ABOVE	2					(2)	2			1st or 2nd semester
		YSICAL EDUCATION I	2	2								optional physical education
		YSICAL EDUCATION II	2		2							optional physical education
		CTED READINGS OF PAST AND PRESENT WORKPLACE LITERACY EXAMPLES	2	2								
	_	SITAL TEXT STORYTELLING SKILLS	2		2							
		WER OF THE WORKPLACE LITERACY	2			2	(2)					1st or 2nd semester
	TO		48	15	15	6	4	4	4			
0 ≚		EATIVITY AND INNOVATION	3							3		
ge	TO		3	_						3		
		RODUCTION TO COMMUNICATION	2	2								
	PHOTOGRAPHY AESTHETICS AND PRACTICE			2								
	MAKING A SHORT FILM (I)			3	2							
	INTRODUCTION TO ARTS DIGITAL VIDEO EDITING				2							
	MAKING A SHORT FILM (II)		3		3							
De	PLANNING WRITING		3		3	3						
Departmental	MAKING A SHORT FILM (III)					3						
tm	NEWS REPORTING &WRITING					3	3					
enta	MAKING A SHORT FILM (IV)						3					
al C	AESTHETICS ON VIDEO AND PHOTOGRAPHY						Ū	2				
Cores	MEDIA AND CULTURE								3			
SS	PROJECT PRODUCTION (I)								1			
		OUSTRY TRENDS AND WORKPLACE ETHICS	1							1		
	PROJECT PRODUCTION (II)									1		
	PROF	FESSIONAL SKILLS PRACTICUM IN COMMUNICATION OF ARTS	1								1	
	GRADUATION PROJECT EXHIBITION AND PROMOTION										1	
	TO	TAL	36	7	7	6	6	2	4	2	2	
		BROADCASTING SKILL	3	3								
		GUIDED READING OF SCRIPT	2	2								
		MOVIE AND ARTS	2		2							
		SOUND DESIGN	3		3							
		PLAINNING AND PRODUCTION OF RADIO PROGRAMS (I)	3			3						
		FILM AND TELEVISION PROGRAM PLANNING AND PRODUCTION	3			3						
		SCRIPT WRITING	3			3						
		SCREENWRITING AND DIRECTING	3			3	2					
	Dig	PLAINNING AND PRODUCTION OF RADIO PROGRAMS (II) VIRTUAL STUDIO PROGRAM PRODUCTION	3				3					
	ital	DUBBING PRACTICE	3				3					
	Me	SHORT FILM PRODUCTION (I)	3				3					
	Digital Media production	COMMERCIAL PHOTOGRAPHY PRACTICE	3				3					
		APPRECIATION AND ANALYSIS OF CONTEMPORARY CHINESE MOVIE	3					3				
		COMMERCIAL MAKING	3					3				
		PRODUCTION OF TV NEWS AND FEATURE REPORTS (I)	3					3				
		ARTISTIC DESIGN	3					3				
		SHORT FILM PRODUCTION(II)	3					3				
		SHORT VIDEO CREATION (I)	1					1				
		THE AESTHETICS OF DOCUMENTARY	3						3			
		THE STYLE OF DIRECTOR	3						3			
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Curriculum of the Department of Communication Arts (New Media International)

for 2025 students

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PRODUCTION OF TV NEWS AND FEATURE REPORTS (II) 3 3 3 3 3 3 3 3 3					Credits and Hours								
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SUMMER INTERNSHIP II A Internship 320hrs NEW MEDIA MARKETING SELF-MEDIA PROGRAM PLANNING AND PRODUCTION I 3 (3) (3) course offered by Dept. of Commu. INTERNATIONAL MARKETING PLANNING 3 (3) (3) course offered by Dept. of International Busine MARKETING PROJECTS USING NEW MEDIA 3 Offered Independently by Each	₽										2		
NEW MEDIA MARKETING 2 (2) (2) 1st or 2nd semest													
SELF-MEDIA PROGRAM PLANNING AND PRODUCTION I 3 (3) (3) course offered by Dept. of Communication International Business (3) (3) (3) course offered by Dept. of International Business (3) (3) (3) (3) (3) (3) (4) (5) (6) (6) (6) (6) (6) (6) (6) (6) (6) (6		SOIV			(2)	(0)					4		
MARKETING PROJECTS USING NEW MEDIA 3 Offered Independently by Each		Pro			(2)	(2)							
MARKETING PROJECTS USING NEW MEDIA 3 Offered Independently by Each		gram											course offered by Dept. of Communication Arts
MARKETING PROJECTS USING NEW MEDIA 3 Offered Independently by Each		00 (INTERNATIONAL MARKETING PLANNING				(3)	(3)					course offered by Dept. of International Business Administration
MUSIC AND SOUND EFFECT DESIGN 3 3 course offered by Dept. of Commu		Гe	MARKETING PROJECTS USING NEW MEDIA	3							3		Offered Independently by Each Department
GUIDED READING OF SCRIPT 2 2 course offered by Dept. of Communication	Z _C		MUSIC AND SOUND EFFECT DESIGN	3	3								course offered by Dept. of Communication Arts
course offered by Dept. of Commu	ķ												
	7		CO.DED NET BIRTO OF CONTIL										course offered by Dept. of Communication Arts

Curriculum of the Department of Communication Arts (New Media International)

for 2025 students

			Credits and Hours									
Category				Freshman		Sophomore		Junior		Senior		
	Course Title		total	Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Remarks
∕ledia		WEB PAGE DESIGN PRACTICE	2			2						course offered by Dept. of Digital Content Application and Managerment
		SCRIPT WRITING	3			3						course offered by Dept. of Communication Arts
Inter-national Marketing		SCREENWRITING AND DIRECTING	3			3						course offered by Dept. of Communication Arts
r-'n		WEB SERVICES ANALYTICS AND SEARCH ENGINE OPTIMIZATION	2				2					course offered by Dept. of Digital Content Application and Managerment
atio	Ъ	INTRDUCTION TO SCREENWRITING AND DIRECTING	3				3					course offered by Dept. of Communication Arts
one	ιος	SHORT FILM PRODUCTION(I)	3				3					course offered by Dept. of Communication Arts
 	rogram	SHORT FILM PRODUCTION(II)	3					3				course offered by Dept. of Communication Arts
lar		SOCIAL MEDIA MARKETING AND AI TOOLS APPLICATIONS	2					2				course offered by Dept. of Digital Content Application and Managerment
cet	Electiv	SELF-MEDIA PROGRAM PLANNING AND PRODUCTION II	3					3				course offered by Dept. of Communication Arts
ing	ctiv	MARKETING AND DISTRIBUTION OF FILM AND TV PROGRAM	2					2				course offered by Dept. of Communication Arts
P	е	INTERNATIONAL TRADE PRACTICES	3					3				course offered by Dept. of International Business Administration
ogr		BIG DATA MARKETING	2						2			course offered by Dept. of Digital Content Application and Managerment
Program		ENTERPRISE RESOURCE PLANNING	3						3			course offered by Dept. of International Business Administration
		INTERNET MARKETING	2						2			course offered by Dept. of Communication Arts
		POST-PRODUCTION AND VISUAL PACKAGING	3							3		course offered by Dept. of Communication Arts
		PRACTICAL PROJECTS FOR SMART RETAIL	3							3		course offered by Dept. of Digital Content Application and Managerment
		INTERNET MULTIMEDIA NEWS REPORTING	2								2	course offered by Dept. of Communication Arts

Graduation requirements of the new media international marketing class:

** The total graduation requirement is 128 credits, including 51 credits of university core required courses, 36 credits of department required courses, 16 credits of department electives, 15 credits of program courses, and 10 credits of general electives (including 4 credits of EMI courses).

Definition and Regulations of General Elective Courses:

General elective courses refer to elective courses offered by various colleges, departments, and centers of the university.

During the course of study, students must complete at least 10 credits of general elective courses, including a minimum of 4 credits from EMI (English as a Medium of Instruction) courses.

- ※ The credits earned from EMI courses can waive the Department Electives.
- ※ Practical skill training: Prior to graduation, technically talented students must accumulate at least 80 hours earned from training or off-campus contests deemed beneficial by the department to the refinement of professional skills at camps, workshops, and industry-academia cooperation opportunities approved by the department.
- %Please apply for the self-directed learning course in accordance with the "Implementation Guidelines for Self-Learning Courses of Wenzao Ursuline University of Languages".
- *Students have to pass the Language Proficiency Test standards required.
- %Students are required to satisfied other graduation requirements of the school.
- ★For the general education courses, must choose one course each from HUMANITIES AND ARTS, ENVIRONMENT AND SUSTAINABILITY, NATURE AND SCIENCE, SOCIETY, LAW, AND POLITICS and ADVANCE COURSES AND COURSES ON STUDYING TRANS-DISTRICT ISSUES and an additional course from any one of the groups, totaling 12 credits. Please make sure all required courses are completed before graduation.
- ★The exact list of general education course to be offered is subject to the arrangement of the General Education Center's course catalog of the academic year.
- ★These elective courses listed are for reference only, please refer to the latest list on each department website every year to make sure the courses are available.
- ★The elective courses offered by each department are department electives for students in that department. While for students from different departments, those courses only count as general elective courses. (Different in credit)
- ★Should there be any changes in the course schedule of the department, please refer to the newest version.