

Project-oriented Teaching Reform of Advertising Planning and Creativity

Xuefeng Xiao

College of Humanities, Xi'an Shiyou University, Shaan xi, Xian 710065, China

22864754@qq.com

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Abstract. Advertising Planning and Creativity is the core of advertising specialty and the most difficult course for students to master. It is comprehensive, operational and innovative. In view of the problems existing in the teaching of Advertising Planning and Creativity, such as obsolete teaching content, backward teaching methods, poor quality of practical teaching and lack of process evaluation, the project-oriented teaching reform of Advertising Planning and Creativity is put forward, that is to say, the task-project-driven method is adopted to train the middle and high-end advertising planning and creative management talents and application talents urgently needed by the advertising industry through the joint implementation of teaching, learning and doing integrated teaching mode by schools and enterprises.

Introduction

From one-way communication to multi-way communication, from product-driven to value-driven, from integrated marketing communication to integrated brand communication, great changes have taken place in the economic and media environment of the advertising industry. How to stand at the front of the profession to adapt to this change and construct a new curriculum system to establish their own core resources and exchange with the society is a subject worthy of deep consideration. This paper takes Advertising Planning and Creativity as an example to explore project-oriented teaching methods.

The project teaching method of "Advertising Planning and Creativity" course refers to that the instructor incorporates the advertiser's real advertising project into the classroom, divides the students into groups and simulates the planning and creative process of the advertising company, and cultivates the students' advertising planning and creative professional skills and cooperative learning ability in the process of completing the project.

Introduction to Advertising Planning and Creativity Course

"Advertising Planning Creativity" refers to the principal of advertising business to diagnose and precisely locate the brand on the basis of comprehensive evaluation of market environment, competition situation, audience and brand itself, and to formulate a propaganda plan for the brand in a certain period of time for a certain region and a certain group of people. Advertising Planning and Creativity is a basic course for advertising, marketing and visual communication design. The guiding ideology of the course is to discuss the relationship between advertising and brand communication and the position of advertising in market strategy on the basis of marketing; Under the guidance of integrated marketing communication, we should learn and master the ideas and methods of modern advertising planning and creativity. "Advertising Planning and Creativity" pays attention to the combination of teaching and practice. Students are required to be familiar with the theoretical knowledge of advertising planning and master the methods and techniques of advertising planning and creativity, including the following contents:

Advertising Planning Creativity and Brand Communication.

It is clear that advertising planning is the symbol of scientific and standardized advertising activities. It grasps the concepts of advertising planning and creativity; the elements, characteristics and basic principles of advertising planning; the contents and procedures of advertising planning; and the relationship between advertising planning, marketing and brand planning.

Contents and Methods of Advertising Survey.

The concept, content and method of advertising investigation; the design and implementation of advertising investigation scheme; the data input and collation of advertising investigation; the writing of advertising investigation report.

Market Analysis.

The formulation of marketing plan is the premise of advertising planning. Through insight: the political, economic and cultural environment facing the brand, the competitors of the brand, the target group and the brand itself targeted by the brand, the growth process and influencing factors of the brand, the relationship between advertising activities and brand strategy are clarified.

The Operational Process of Advertising Planning.

Define advertising positioning, advertising purpose, formulate brand communication strategy, select advertising media, budget of advertising expenses, and compile advertising plan book.

Advertising Creativity.

Define the importance of creativity for advertising strategy, master the process and strategy of modern advertising creativity, modern advertising appeal and expression methods.

Current Teaching Situation of Advertising Planning and Creativity

"Advertising Planning and Creativity" is the core of the professional basic courses of advertising, marketing and visual communication design. It has strong comprehensiveness, practicality and innovation, and is praised as the Pearl on the crown of advertising. It is also because of this, "Advertising Planning and Creativity" on the teaching teachers' advertising theory literacy and business ability requirements are very high. Advertising is the barometer of the economy. With the rapid development of China's economy, the number of colleges and universities offering advertising related specialties and the number of students in advertising specialties in China have increased rapidly. The training of advertising teachers can not be achieved overnight. The improvement of various advertising education resources needs a process. Therefore, at this stage, "Advertising Planning and Creativity" has become the most difficult course for students to master. At present, there are the following problems in the teaching process that need to be solved urgently:

The Teaching Content is Obsolete and the Teaching Method is Backward.

In 2017, China's advertising business totaled 687.641 billion yuan, ranking second in the world for five consecutive years. However, advertising education in Colleges and universities has been lagging behind the development of the advertising industry. There are only one university with the right to grant doctoral degree in advertising. At present, the introduction of teachers in Colleges and universities regards academic qualifications as the basic measurement index. In the absence of advertisement graduates with high academic qualifications, they turn to other professional graduates with high academic qualifications. Therefore, there is a relative lack of professional teachers. In addition, the difficulty of scientific research funds, the lack of academic exchanges and the light weight of scientific research assessment have led to the outdated teaching content and backward teaching methods of many advertising teachers, most of which are teacher-centered, teaching through the traditional way of teachers' speaking and students' listening. Although many colleges and universities use multimedia to teach, but mostly used to broadcast advertisements for students to watch, the teaching effect is not ideal.

Practical Teaching Links are Mere Formality.

Only in practice can students' innovative ability be truly improved and embodied. Practical teaching is an integral part of advertising teaching. How to strengthen students' practical operation ability is the key and difficult point in advertising teaching, and also the core teaching link of the course "Advertising Planning and Creativity". From the actual situation, the practical teaching of the course "Advertising Planning and Creativity" is often in the form and the quality is worrying. Firstly, more than half of the courses of Advertising Planning and Creativity in Colleges and universities are purely theoretical teaching without practical teaching links; secondly, many teachers of Advertising Planning and Creativity in Colleges and universities regard guiding students to participate in subject competitions as practical links. Advertising schemes or works produced for

participation are called "airplane manuscripts" in the advertising industry. Generally speaking, advertisements created and produced by advertising companies themselves in order to meet the approval of the judges and win the prestige of awards are far from the real advertising industry when they are not paid by customers; Thirdly, at present, most of the advertising business units are small in scale, low in advertising business volume and weak in specialization, which leads to weak market competitiveness and makes it difficult to provide a better practice environment for students majoring in advertising.

The Main Assessment Methods are Open-Book and Closed-Book Examinations, Lacking of Process Evaluation.

At present, in the teaching of Advertising Planning and Creativity, many teachers' evaluation of students is based on a single focus on the memory and understanding of knowledge, which requires less ability. In addition, there is also a "one-assessment voice" approach. In this way, even if the results of the assessment are excellent students, they only remember or understand a lot of theoretical knowledge of planning and creativity, and can not make an executable and operational advertising planning plan and creative design works after the end of the course.

Project-oriented Teaching Model of Advertising Planning and Creativity

To adapt to the rapid development of China's advertising industry, the Department of Design, School of Humanities, Xi'an University of Petroleum, where I teach, opened the course "Advertising Planning and Creativity" in 2001, which is one of the earliest schools in similar universities in China. The author has formed a relatively mature project-oriented teaching reform system of Advertising Planning and Creativity through on-the-spot investigation and teaching practice of Advertising Planning and Creativity in leading universities in China. The specific contents are as follows:

Reform Objectives.

Referring to the teaching plan and method of the course "Advertising Planning and Creativity" in China's leading schools in this field (such as China Media University, Fudan University, Xiamen University, Shenzhen University and Jinan University), starting from the basic concept of "Marketing Communication", in the lecture, we should highlight the characteristics of "the age of financial media" and the basic concept of creative integrated marketing in the context of multi-channel communication.

Knowledge Objectives

To enable students to grasp the basic theory, working procedure and implementation process of advertising planning and creativity, such as brand self-analysis, competitor definition, consumer insight, brand positioning, communication concept, creative design and media delivery.

Capability Goals

To enable students to carry out advertising survey and write advertising survey reports, and then complete brand portrait, competitor definition, consumer sketch and environmental insight; to determine brand positioning, dissemination concepts and refine advertising language; to design print advertising works, event planning programs and media delivery programs; to master proposal skills, display programs; to execute part of the brand activity planning program.

Comprehensive Quality Objectives

Advertising master Ogway once pointed out that one of the five characteristics of a promising advertiser is to get along well with others. Therefore, the goal of comprehensive quality is students' overall organizational ability, creative ability and implementation, as well as team members' collaborative ability and good interpersonal communication and social interaction ability.

Project-oriented Curriculum Reform of Advertising Planning and Creativity.

The biggest feature of the project-based advertising planning and creative simulation teaching mode is that students change from passive acceptance to active experience. In traditional classroom teaching, students' learning is passive, and their knowledge is only the accumulation of other people's practical experience, which is "indirect experience". Simulated real-life teaching is that

students complete the operation according to the real proposition of the enterprise, strengthen their perceptual knowledge of classroom knowledge, and acquire practical experience through their own direct experience, so as to possess various post skills. The experience and consolidation of this skill is entirely proactive. Specifically, the specific reform contents of the simulated actual combat teaching mode are as follows:

Teachers determine the assignment items of the course "Advertising Planning and Creativity"

There are many small and medium-sized enterprises in China which are in the initial stage but have great potential for development. However, due to financial problems, they have not been able to cooperate with professional advertising companies. Before the course of Advertising Planning and Creativity begins, teachers communicate with local small and medium-sized enterprises or relevant institutions to understand their communication needs, screen according to the actual situation of students, reach an agreement on cooperation between advertising planning and creativity, and determine the project of Advertising Planning and Creativity.

Teachers divide students into groups

At the beginning of the course, the instructor held an advertisement planning and creative project announcement from the enterprise. According to the students' wishes and professional characteristics, all the students were divided into several project groups, each group of 3-5 people, representing AE (customer representatives), market investigators, creative designers and copywriters or media personnel of the advertising company respectively. One of them was the group leader, and set up the advertising planning and media creative team. Each group is required to determine its own team name and design team identity (CI). Thus, the role of students will be replaced by "advertising company employees", curriculum assignments will be regarded as professional tasks, enhance students' sense of responsibility and role substitution.

Teachers carefully teach theoretical knowledge

Teachers carefully teach the theoretical knowledge of advertising planning and creativity, and organize students to carry out classroom discussions combined with classic cases of advertising planning and creativity. In addition, local advertising professionals are actively invited to hold relevant lectures to ensure that students have mastered the theoretical knowledge and professional skills of advertising planning and creativity.

Each group simulates the operation process of the advertising company and completes the task of the actual project.

Under the guidance of the instructor, each group simulates the actual operation of the advertising company, carries out the whole process of planning and creative training according to the modern advertising operation process, completes the advertising investigation report, advertising strategy promotion plan, advertising creative plan and advertising design plan in turn, and each group must complete an advertising plan book. For example, "Yinqiao Dairy Industry in Shaanxi Province", "Merila Medical Beauty in Xi'an" and "Garden-Wang Muqiao Theatre" and "Yizhixiangfang", the intangible cultural heritage of Shaanxi Province, were the training projects of the course "Advertising Planning and Creativity" of Xi'an Petroleum University. Advertising planning and creative homework under the real background have a sense of reality and challenge, and can give full play to students' creativity.

Each group carries on the advertisement proposal, the teacher changes the examination way.

At the end of the class, each group submits the text of the proposal (including a computer presentation) and reports the proposal publicly at the "Simulated Proposal Meeting". Teachers invite local well-known advertising professionals and business representatives to serve as judges, scoring according to the evaluation form designed by the International Advertising Corporation Proposal Committee. Finally, on the basis of the overall score, they select all kinds of awards. Teachers and advertising professionals comment one by one on various creative plans. The highly competitive open proposal of all students not only assesses the professional accomplishment of various simulated advertising companies (students form assignment groups), but also exercises the

students'communication and expression abilities.

Project-oriented "Advertising Planning and Creativity" teaching mode divides the course assessment into two parts. It not only retains the result evaluation after the course is finished, but also adds flexible practical skills and quality evaluation process evaluation. It has a specific image and can test students'advertising planning thinking ability and creative execution ability comprehensively.

Conclusion

Project-oriented "Advertising Planning and Creativity" curriculum reform links teachers with real advertising planning themes, according to the modern advertising company business project management model, students are grouped and elected as responsible persons (i.e. business leaders), who coordinate and arrange the work progress of each group;The team members represent the marketing department, planning department, creative department and Design Department of the advertising company respectively. They need to complete the advertising investigation report, advertising strategy promotion proposal, advertising creative proposal and advertising design scheme, and publicly display them in the form of advertising business proposal meeting.Teachers organize defense meetings and invite people from the advertising industry and representatives of enterprises to participate in evaluating students'works, thus forming the characteristics of "Advertising Planning and Creativity" course management mode, such as corporatization, authenticity of planning theme, changeability of teachers' roles, unification of proposal reporting and publicity of design results,with innovation as the center and practicality as the standard, the multi-level objectives of "simulated practice", pre-job training and teaching assessment have been achieved.

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