

Study of Environmental Expanding and Education Methods in Practical Teaching of Advertising Professional

Fangfang Bao
School of humanity
Chongqing Jiaotong University
Chongqing, China
boblzl@126.com

Wenchao Wang
Chongqing Normal University
Educational Scientific Institute
Chongqing, China
bob3170@163.com

Jie Ren
School of humanity
Chongqing Jiaotong University
Chongqing, China
Jie_ren@outlook.com

Abstract—In order to create a practical environment associated with teaching, market and society, a viewpoint of expanding advertising practical teaching is by the way of teaching practice and comprehensive analysis. By analyzing teaching methods, e.g. environmental needs of advertising practice, teaching block docking approach, the overall approach, the method of project tracking, and other supervision and evaluation system, expansion of advertising practice teaching environment can be achieved. The purpose of this paper is to provide thinkings and experience which can be useful for the advertising practical teaching in environmental expansion and teaching methods.

Keywords—advertising professional; practice teaching; environment expanding; teaching method

I. INTRODUCTION

Advertising is a comparatively flexible industry, which values comprehensive quality, creativity and cooperation ability of advertisers. In the meantime, it emphasizes close relationship with market to be practical and applicative. These features determine the very important role and effect of practical teaching of advertising education.

At present, Chinese colleges and universities gradually consider the importance of practical teaching in education for advertising professionals, thus actively engaging into research and studies of the subject of advertising which focuses upon certain reforms of practical teaching. In these reforms, ways and methods involving the reforms of practical teaching are suggested from the angle of educating applied talents [1]. The others are either related to thinking ways and abilities for advertising majors from the angle of teaching practice [2], or enhance the advertising teaching patterns by events of advertising [3]. As far as I consider, these points are new in Chinese advertising teaching, which have a positive effect upon practical teaching in advertising education.

The existing research has been accumulating beneficial experience, and has achieved many results. Still, thinking and

focuses to the practical teaching environment are insufficient. The practical environment is the basis and foundation of practical teaching, therefore, the effective practical environment can actually achieve the purpose of the students' development in comprehensive qualities and build a bridge between higher education and needs of corresponding industries.

A large part of the practical teachings are finished within the university campus, which do not have a strong bond with the outside contexts of society, relating market and industry involved. In order to improve students' abilities for meeting the needs of industries involving advertising, some universities have designed simulation of practical environments for practical teaching, while some universities have set up certain modules with internships outside campus. Nevertheless, teaching methods and tracking are not able to attain the targets continuously. The main reason is that real practical settings which satisfy society, market and advertising industry are not established. Also, teaching methods and tracking in these internships lack controls for their teaching plans and teaching purpose to be reached. In this sense, the most existing practical teaching environments cannot play the role of the real environment of advertising market.

This article presents a viewpoint upon the environmental requirements in advertising practical teaching, extending thinking and methods about advertising practical teaching environment, as well as teaching methods following the extending practical environment.

II. THE REQUIREMENTS OF ADVERTISING PRACTICAL TEACHING ENVIRONMENT

For the purpose that advertising practical teaching environment fulfills the requirements of developing advertising professionals, the followings must be satisfied.

A. *Balance of Economic, Social, and Media Environment*

The development of advertising education is always intimately associated with economic growth of the society, changes of social environment and media environment. Higher education in advertising subject is considered to face the exact market and, to attain this purpose, the only way for advertising education in colleges and universities to get advance is to closely follow the step of the development in economy and changes of social and media environments, and cover the development and change in advertising practical teaching. The establishment of practical teaching environments which response the development of economy, and variations of social and media real settings is undoubtedly the best way in training qualified professionals who know the market and are able to handle the challenges from the complicated market.

B. *Close Bonds with Advertising Market and Industry*

Jing Ming, Japanese senior executive, Dentsu Inc., who is also called the father of Japanese advertising industry, believes that advertising have a close bond with society, thus studies in advertising, particularly theoretical research, are not equal to how to study advertising. Advertising is flexible, and learning for creativity and designing advertisements contain more sensible and perceptual knowledge. More importantly, creativity and advertising design require actual experience and understandings of grasping market. If these things can be taught to young people, any training pattern for profession development can be applicable [4]. Hence, in the training of a qualified advertising professional, he or she should be involved in the advertising market and learn there in order to get one's actual and personal experience.

C. *Formation of Humanistic Atmosphere in Personal Communication*

For the subjects in arts which start comparatively late and develop in recent a few decades, such as advertising, technical factors are just one factor which affects their growth. A more crucial factor is about personal communication. Japan's Dentsu Inc, one of the strongest advertising agencies both in Japan and the whole world, views that adverting industry generally requires professionals who are equipped with comprehensive abilities (including perception, rationality and humanity contents). In other words, an advertising professional should be a master of extensive knowledge. Also, he or she should have profound insights and comprehension. In the Dentsu Inc President Narita's words, advertisers should have human power [5]. Advertising practical teaching should create certain atmosphere for communication, including the communication with customers, as well as other team members. Mutual communications between students and supervisors, which forms in teaching and learning, plays a significant role in providing a personal space for shaping advertising professionals in full development.

III. THE IDEAS AND METHODS OF DEVELOPING ADVERTISING PRACTICAL TEACHING ENVIRONMENT

According to the need of advertising practical environment, the traditional practical teaching environment needs to be extended to fully build up the connection with social settings, media environment, corresponding market, and industry. The

aim is to change the academic practical environment which is closed and unidirectional into a two-way practical teaching environment which is docking with the society, market, the industry.

A. *The Possibility of Advertising Practical Teaching Environment's Extension*

Regarding colleges and universities, most of them focus upon advertising professional development and students' employment. The colleges use a variety of measures to enhance the advertising teaching effect and the rate of employment. They are also actively in exploring more suitable personnel education models for advertising education.

As to the certain schools that includes advertising specialty, most schools set up different kinds of practice base on behalf of the particular advertising specialty. Many of the them have a studio. These are basis to extend the practice teaching environment, which are also a certain condition of the establishment of practical teaching environment.

Regarding teachers, a lot of advertising teaching staff in colleges or universities are also part-time workers in advertising agencies or undertake different tasks. They both have teaching experience of higher education and working experience in industry. In this way, a platform can be built between colleges and the advertising industry. These people can be the main force of practice teaching. Besides, they lead other teachers involved.

In regard to students, they are not satisfied with the pure academic teaching, but are eager to profoundly understand the industry situation related to their specialty and prospects.

B. *Changing Ideas to Establish a Wide Practice Advertising Environments*

Most colleges and universities are attaches great importance to advertising practice teaching by the means of setting up practice teaching sessions in training plan and practice base, but in the process of execution, they didn't pay attention to the establishment of practice environment also did not provide fundamentally to adapt to the advertising education particularity of practical teaching environment [6].

Advertising practice teaching practice is different from the traditional liberal art practical activity which emphasizes on theory and knowledge and it is also different from science and engineering practical activity which emphasizes on skills and experiment, it has its own particularity. To achieve the result that advertising practice teaching plays the role of advertising talents cultivation, the first is about to change the students' practice teaching environment. Treat the closed academic one-way practice environment into the wide practice environment which correlation with social, industry and market demand

In the process of practice, students can give play to creativity in the largest extent by understanding case background, different customer information, different consumer groups, different advertising appeal positioning and media use. In order to complete the teaching task, they must participate in discussions and proposals actively. In the process of whole advertising practice, teamwork spirit and

communication ability was also improved. Of course, this also is to make the "death" of advertising theory into "live" advertising practicing ability. Practice proves that building environment and practice of teaching which combine with society, market and the industry docking are more in line with the particularity of advertising education requirements. Advertising talents only effectively linked with market, society won't appear disjointed situation teaching and market demand.

C. *The Requirements of Advertising Practical Teaching Environment*

1) *Meet the Extensibility of the Education from School to Society*: Liberate advertising education from a purely academic education, put students in the social environment, combination school education with social education, extend campus education to the industry and market demands.

2) *Meet the Flexibility of Multi-angle Personnel Trainings*: Advertising practice teaching environment should be conducive to the cultivation of students' comprehensive quality, build a kind of "communication" atmosphere, so that the students can communicate effectively in the teaching process and collaboration, and contact various aspects of the operation of the advertising industry, train students' comprehensive ability based on the basis of professional knowledge and skills.

3) *Meet the Compound from Comprehensive Knowledge to the Skills Training*: Advertising is a industry with an applied, practical applicability, and having very high demand for skills and the integrated use of knowledge and skills. In fact, practical teaching environment must be able to provide practice conditions of knowledge and skills' overall use, so advertising practice environment need to have complexity, and can bring a multidisciplinary knowledge and various abilities together, create a comprehensive interdisciplinary environmental of knowledge and ability.

D. *The Way of Expanding Advertising Practical Teaching Environment*: According to the requirement of advertising practical teaching environment and connecting with the actual situation at present, we hope to build up a wide practical teaching environment linking with the society, market and industry.

1) *The Make-up of Advertising Practical Teaching*: Advertising practical teaching mainly involves three parts in the universities at present. The first part is experimental teaching, which includes experiment courses themselves, experiment courses of mechanics, open experiments and so on. All those experiment courses are finished at school without being taken out. The second part is curriculum practice. When the course was over, students start the practice for one or two weeks with appointed tutor, but it only to be carried out on campus. Although some tutors take them out to have training outside, a few teachers will let students complete a practice out of school, but it is not a really meaningful practice which linking with society, market, industry and market demand. The third part is graduation

practice. At that time, senior students basically finish their study of knowledge at colleges, and are sent to different places by the department to practice which mostly lasts from 2 to 6 months. Comparing to experimental teaching and curriculum practice, the advantage of graduation practice is that students have the chance to get the up-to-date information about their professional standing at the forefront of the industry; the disadvantage is the limited time. What's worse, they don't have enough knowledge of their professional when the education period is over, at the same time, the best time for cultivating is also lost.

The three levels above make up the advertising professional practical teaching altogether, while the effect isn't good enough for now. The fundamental problem of this situation is that students are so limited in the universities that it develops a closed academic one-way teaching environment in the end. Without considering the condition of the particularity of advertising industry, it fails to set a practical teaching stage for students to connect with the society, market and industry.

2) *The Methods of Establishing Practice Teaching Environment*: In order to shape the advertising practice teaching which gradually penetrates into and keeps up with the corresponding market and industry, connection should be established between the advertising training scheme of experimental classes, internships and advertising graduation training projects, and practice sites which contains graduate practice base and advertising companies. Build-up of close association between students and social contexts (e.g. society and market) not only requires strong links with the advertising industry in the process of advertising production, but also encourages students to involve into those activities of customer service, media and enterprise planning,. Therefore, students' comprehensive quality and creativity can be gained and developed within the constantly changing market and media environment.

Specifically, in different practice phases, advertising practical teaching goes deep into the advertising market and industry to bring the change of the social environment, media environment and market into advertising practice teaching. By doing so, industry atmosphere can be gained for the professional study of students. More specifically:

Experiment class is more dispersed; we can take distributed cooperation way of teaching, putting professional teachers mainly. Before class professional teachers discuss fully with the relevant staff of advertising company, to establish effective reaction to market and changes in the industry forefront experiment syllabus and teaching schedule. Put industry and related personnel of the advertising agency involved in the classroom teaching and with professional teachers together to complete the experiment teaching. According to the teaching goal and requirements of individual projects, or ask the industry personnel and advertising companies to the school to participate in classroom teaching ,or organize students to advertising company in teaching field. By the end of the experiment, students submit a lab report to professional teachers.

Course practice for 1 to 2 weeks, time is enough, after the student are grouped, each group partner with an advertising company group, track a cycle short case, and mainly involved in planning and production of the advertising. During the course practice, we can put students in the advertising company, with tracking guidance of professional supervisors who collaborate with advertising company and jointly complete the teaching mission. After the internship, each of students submits a report of the course practice and internship work.

Graduation internship is the longest; we can put all the students in advertising company or practice base. Under the guidance of a temporary team, composed by a graduation practice guidance teachers and advertising company, students participate in the advertising company's orders, planning, production and distribution, so as to form a complete, overall experience of the advertising knowledge. After the graduation practice provide a report of the graduation practice and internship work. Professional teachers should guide the practice of students, and deal with the problem occurred at any time, finally establish a good communication platform for students and practice base.

3) *The Protection to Establish Advertising Practical Teaching Environment*: The establishment of practical teaching environment and teaching can't depart from the support of schools and colleges. School or college should sign a cooperation contract with at least one advertising company that has a certain size and strength and let the advertising company has a certain profit space, so schools and companies can form a good beneficial two-way cooperation.

College and advertising department should form a certain organization and rules. College can establish practical teaching office, or give the task to professional lab. And college should specify special person responsible for organizing and contacting work. College should also formulate corresponding rules and regulations, to standardize practical teaching's implementation and carry out, and ensure that practical teaching can carry out smoothly and effectively. The staff who involved in the practical teaching can get certain economic subsidies and policy support that can improve the enthusiasm of teachers. To set up the corresponding practice credits, not only can effectively attract students to participate, but also give students certain recognition for their practice effect.

College and advertising department are also need to do a good job of propaganda and encouraged among the students. Let students realize the advantages of this kind of practice teaching and let the students have a correct attitude that they cooperate with the teacher and complete practical teaching process actively.

IV. THE TEACHING METHOD AND THE SUPERVISION EVALUATION MECHANISM UNDER PRACTICAL TEACHING ENVIRONMENT EXPAND

The original academic practices methods can not adapt to the new practice teaching after establish the practice environment, which must be on the basis of the flexibility teaching methods and the supervision evaluation mechanism.

A. *The Teaching Method under Practical Teaching Environment Expand*

According to the changes of practical teaching environment and the differences of the practical teaching link, broadly speaking the practical teaching method has the following kinds: Block-docking-method, Overall-method and Project-tracking-method.

Block-docking-method corresponding part is relatively scattered experimental teaching. So-called block-docking-method is break each link knowledge point of the advertisement into various experimental projects and let advertising company relevant personnel and professional teachers' guidance and training the students.

Overall-method and Project-tracking-method are applicable to the practical teaching of course practice and graduation practice. Overall-method is package with each links of the advertisement as a whole and let the students to perceive and experience. Students have depth cooperation with docking company's creation team and full contact with the advertisers, advertising practitioners, advertising creation process in the market environment, so that they can get to the whole cognition and experience to the industry and professional. Project-tracking-method is the student during the internship, to track a project from start to finish and participate in the whole operation process of the project to get the overall understanding of advertising projects. Overall-method and project-tracking-method are similar but just starting points are different. Overall-method based on the overall cognitive of the advertisement, but project-tracking-method pay more attention to the difference of individual projects.

Of course, different advertising company's operating process and operating method are different. Some companies from customer service, to create, to the media, to project and so on, each link has a corresponding branch. They adopt the distributed cooperation to complete the whole advertising process. Sometimes depending on the advertisers, temporary transfer each department's elites to be a temporary team to responsible for completing an advertisement project's research, creation, planning, implementation process. Some companies also take the way of outsourcing in some links. So, before the school cooperates with advertising company, it should investigate advertising company's operations model first and according to the company's actual circumstance to flexible arranging students' practical teaching.

B. *Teaching Effect's Supervision and Evaluation under the Practical Teaching Environment Expand*

During the practical teaching practice we need to have the corresponding supervision and evaluation mechanism. The supervision and evaluation of practical teaching effect can be complete together by advertising department leaders, professional teachers, advertising company related professionals and students.

In the process of practical teaching, professional teachers, advertising company related personnel to supervise and urge students to complete the teaching mission and at the end of the teaching, each person submit an evaluation report which assessment every student's internship performance and the most

suitable development direction. The result of evaluation report directly influences the acceptance of the student's developing direction. The result of evaluation report directly gives the advertising department leaders.

After completing the practical teaching, students need to submit a self assessment report, in which evaluate oneself performance in the course of the practice and write the cognition and experience to the industry and profession. At last, objective analysis the professional direction that you like and want to engage in. The assessment report submitted to the professional teachers. At the same time, students as well as to evaluate teachers and advertising companies related professionals. The evaluation content includes professional teachers' attitude, level, and the communication ability with students in the process of practical teaching. The assessment report submitted to the advertising department leaders.

Advertising department leader is not directly involved in the specific assessment. His main task is timely coordinate the relationship between the professional teachers, advertising companies and students after receive the teachers' and students' assessment reports, and

Understand and grasp the students' professional practice situation, then submit the practical teaching academic year report to the college.

V.SUMMARY

Professionals of advertising teaching and research should proceed from particularity of advertising specialty and improve their concepts. Also, they should pay attention to the creation and build-up of advertising practical teaching environment, and provide students an advertising practical teaching environment which docks with the society, market and industry. Especially the advertising professional managers in the engineering colleges and universities, they need to change the teaching and management thinking and give the emerging disciplines such as advertising enough space and support.

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