

Programs and Schemes of Electives for Majors, 2014

Major: Chinese Language & Literature (Creative and Cultural Industries)

Codes	Courses	Credits			Credit Distribution in Academic Terms & Years										
		Total	Lecture	Lab	1st Year			2nd Year			3rd Year			4th Year	
					Autumn	Spring	Summer	Autumn	Spring	Summer	Autumn	Spring	Summer	Autumn	Spring
22K155009	Culture creative agency	2	1	1				2							
22K155010	Advertising planning and creative	3	1	2							3				
22K155011	Cultural industry theory	2	2											2	
22K156011	Culture of Jiangnan's Ancient Towns and Old Streets	2	2									2			
22K155012	Comparative literature	2	2									2			
22K157010	Creative Writing	3	1	2				3							
22K156001	General aesthetics	2	2									2			
22K157009	20th-Century Classic of Literary Criticism and Practice	2	2											2	
22K155013	Selected Readings of Literary Classics and Their Comments	3	3								3				
22K155016	A Study on Classic Cases of Creative Industries	2	1	1							2				
22K156003	Legal literature	3	2	1								3			
22K155014	Study of Chinese classical poetry	3	3								3				
21K153001	An introduction to linguistics	3	2	1							3				
22K036005	Introductory remarks on Chinese culture	2	2									2			
22K156010	An introduction to literature	3	3								3				
22K153003	Modern Chinese Novelty History	2	2									2			
22K153004	Online Literature and cultural Industries (open online course)	2	2					2							
22K155015	Modern Office Practice	2	1	1								2			
22K034014	Sheshan's Broad & Elegant Forum	2	2					2	√		√	√			

ps: "√" means the courses can be selective in the term