

The Application of PBL in the Course of Advertising Creatives and Planning

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Abstract: PBL is also known as Project-Based Learning or Problem-Based Learning. It is a practical teaching method characterized by problem driven, student led, group integration and reflective evaluation. PBL (Project-Based Learning) is in line with the characteristics and industry models of advertising majors. Based on the definition, characteristics and process of PBL (Project-Based Learning), combined with the course design of "Advertising Creatives and Planning", this paper explains the application of PBL in the course.

Keywords: PBL; Advertising creatives and planning; Practice teaching

1. Theoretical Source of PBL

1.1 Definition of PBL

PBL is called Project-Based Learning or Problem-Based Learning. It mainly promotes students' learning and development through their participation in practical projects or problem-driven practical processes. The core of PBL is that students participate in the project of solving practical problems. Through a series of discussions, practice and reflection, it can make students acquire knowledge and skills in independent inquiry, and improve their ability to learn independently and solve problems.

1.2 The Characteristics of PBL

PBL is problem-driven, which promotes learning by guiding students to ask, research and solve problems. PBL emphasizes students' active learning. Students learn and explore autonomously in the process of problem solving. Students are responsible for their own learning and work in small groups to collaborate, discuss and share knowledge. PBL emphasizes cooperative learning among students. Students usually work in small groups to research and solve problems together. The students in the group can discuss, communicate and cooperate with each other to complete the learning task together. The PBL encourages integration between disciplines and interdisciplinary learning. It may involve knowledge and skills in multiple subject areas in the process of problem solving, requiring the integrated use of knowledge from different disciplines. The PBL emphasizes students' reflection and assessment. Students need to reflect on their own learning and thinking in the process of students to solve problems, and evaluate the effectiveness and feasibility of their solutions.

1.3 Process of PBL

PBL generally has four stages such as project approval and team formation, preparation of the plan, project implementation, review and closing items^[1]. The project approval and team formation are mainly to ask questions, complete the project approval, and recruit members to form a team; Preparation of plan is mainly to integrate resources; project implementation is divided into several steps: project initiating, knowledge and ability reserve, problem solving, output results and results display. Finally, it is to evaluate, reflect, review and close items.

2. Teaching Objectives and Design of the Course“Advertising Creatives and Planning”

Advertising industry is a commercial activity with planning as the main body and creativity as the core. The advertising industry in our country takes the agency system of independent advertising company as the model and carries out its business on the basis of advertising projects.^[2] The operation process of the advertising industry starts with the establishment of project teams, and initiates advertising business based on the advertising needs and issues of customers.

“Advertising Creatives and Planning” is the core course of advertising major, which has strong practical attributes. The content of the course takes the process of advertising planning as the main line, and aims at cultivating advertising professional planning and creative skills. It has five specific teaching objectives. The first is to understand the concept and function of advertising creatives and planning. The second is to master the steps and methods of advertising planning, including market research, advertising goal setting, strategy formulation, creative development, etc., and be familiar with the commonly used advertising planning tools and methods. The third is to cultivate students' creative thinking and creative expression ability. The fourth is to develop teamwork and project management skills. Students should be able to collaborate in teams to complete advertising creative and planning projects together. The fifth is to develop critical thinking and innovation skills. Students should be able to think critically about advertising ideas, analyze their strengths and weaknesses, and be able to make suggestions for improvement and innovation.

From the course nature, professional course status, teaching purpose and content of Advertising Creatives and Planning, it can be seen that the traditional teaching mode is not conducive to the achievement of teaching purpose and the cultivation of students' practical ability, while PBL (Project-Based Learning) is in line with the teaching purpose of the course.

3. Application of PBL in the Course of Advertising Creatives and Planning

The core of PBL is to use problems and projects to drive students' leadership. The project sources for the course can be real advertising needs or academic competitions. For example, the national advertising art design competition for college students integrates social resources, takes real marketing projects of enterprises as propositions, combines with teaching, and do real questions. Teaching connects with the market in the process of students participating in audience analysis, market research, proposing strategies, and on-site proposals.^[3]

3.1 Preparation of plan

PBL takes “project” as the carrier and focuses on “professional learning”. The course needs to translate the advertising project requirements into the “core driving problems” of the project. The course “Advertising Creatives and Curriculum” will determine the assessment objectives of the course in conjunction with the objectives of the project. The assessment will mainly be based on the completion quality of the project, and drive the students' independent creativity by the project. If the project comes from a discipline competition, each brand advertiser will publish corporate marketing and advertising needs in the form of a strategy sheet, including advertising objectives, advertising budgets, forms of advertising results, etc. Students must create according to the requirements of the brand strategy sheet. The brand strategy sheet is the task sheet of the advertising planning project. The degree of completion of advertising tasks can reflect the level of students' theoretical mastery and practical ability, and also serve as the basis for course assessment.

3.2 Project approval and team formation

According to the requirements of the project objectives, the course of Advertising Creatives and Planning will form a team according to the positions of client executive, planner, copywriter, designer and media personnel required by the project operation of the advertising company, complete the task of advertising planning and the writing of the planning book.

3.3 Project implementation

The implementation of PBL in the curriculum is first to decompose the objectives according to the core driving problem of “writing advertising plan”. According to the advertising strategy sheet and the teaching purpose of the course, the corresponding relationship

between the advertising project“problem--knowledge/ability--task--product”is obtained as follows:

Figure 1 Exploded view of project Issues in Advertising Creatives and Planning

Problems	Knowledge and ability requirements	Tasks	Products/Works
How to conduct brand market research?	Master market research related knowledge and possess the ability to conduct market research.	Understanding Strategy Sheets; Conduct marketing environment survey; Conduct consumer research and insights.	Brand market environment analysis and consumer analysis.
What is the core strategy?	Master core concepts such as positioning,insight,and advertising objectives,and do strategy derivation according to the research.	Clarify brand challenges; Understand the purpose of advertising; Consumer Insight.	Core advertising strategy proposal;presented in a mind map.
What is the creative strategy?	Cultivate students'creative thinking and expression abilities,and ability to effectively express creatives through text,images,audio,and other means.	Understand the creative forms of different creative channels; Develop the brand's creatives based on core strategies.	Creative strategy display; Advertising Copy; Related advertising products(video,H5,radio advertising,etc.)
How to conduct media planning?	Master the principles of media planning and be able to write advertising media plans based on advertising objectives.	Media Analysis; Media scheduling.	Media Schedule
Write an advertising plan	Master the writing method of advertising planning texts;Master the methods and techniques of advertising proposals	Write a mind map and initial draft of advertising strategies. Advertising planning proposal	Advertising planning proposal; Strategic Thinking Map Final draft of advertising planning case; Proposal PPT

Secondly,in the process of project operation and course organization,Advertising Creatives and Planning will be divided into three stages of problem solving and results display according to the advertising planning process.The first stage is“core strategy proposal”.In this stage,the project team will present the results of its previous research and thinking in the form of a separate proposal.The result is to draw a strategic mind map.The second stage is“Creative strategy Proposal”to show the creative works of the project team;The third stage is the“final proposal”,each project team submits the text of planning Case and the on-site proposal to present the advertising plan work.The planning results can be submitted to the discipline competition platform and the enterprise platform at the same time to accept the test of practice and market^[4].

3.4 Review and close items

The final stage of the PBL is to review and close the items.The first is to evaluate the project effect from the two dimensions of whether the project goal is achieved and whether the student’s learning goal is achieved.The second is to carry out reflection activities,organize project related personnel(mainly teachers)to reflect and summarize,receive feedback and opinions from various parties,and lay a good foundation for the operation of advertising planning project again.

4. Conclusion

Under the promotion of PBL,the course of Advertising Creatives and Planning is student-centered,driven by advertising projects,organized by project teams,and presented by advertising planning and proposals.It not only let the students master the process and skills of advertising planning,but also cultivate the ability of teamwork and innovation and creatives.The introduction of real enterprise advertising projects and the nature and teaching purpose of Advertising Creatives and Planning course and PBL teaching method bring out the best in each other,which not only improves students’practical ability but also realizes the integration of universities,enterprises and industries,and strengthens the concept of collaborative education through innovation and entrepreneurship.

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