




SUMMARY REPORT

on joint international accreditation of the
Bachelor's degree programme

«Advertising»

delivered by the Jinan University
(People's Republic of China)



2018

While preparing this Summary Report we used information from the Self-Evaluation Report and the Report on the External Review of the Bachelor's degree programme «Advertising» delivered by the Jinan University (People's Republic of China).

The presentation document for the use by the National Accreditation Board.

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GENERAL INFORMATION ON EDUCATIONAL INSTITUTION

Full name of the educational institution	<i>Jinan University</i>
Founders	<i>Ministry of Education of the People's Republic of China, Overseas Chinese Affairs Office of the State Council and Government of the Guangdong Province</i>
Year of foundation	<i>1906 – Jinan Academy 1927 – Jinan National University 1958 – Jinan University</i>
Address	<i>601 Huangpu Avenue West, Tianhe District, Guangzhou City, Guangdong Province, China</i>
Vice President	<i>Lin Rupeng, Secretary of the Party Committee, Professor</i>
Number of students	<i>34875 including: undergraduates 25010 holders of a master's degree 9865 postgraduate students 1362 overseas students 11814</i>

JINAN UNIVERSITY

Jinan University was established in 1906. It is one of the oldest Chinese universities. It was jointly built by the Overseas Chinese Affairs Office of the State Council, the Chinese Ministry of Education and Government of the Guangdong Province. The University is located in Guangzhou, the capital of the Guangdong Province and the biggest centre of the South China. There are 4 campuses at the University: Main Campus in the centre of the city in the Tianhe District, College of Chinese Language and Culture in Guangzhou, Zhuhai Campus on the outskirts of Guangzhou and Tourism College in Shenzhen. It is the first Chinese University that established the School of Medicine, the Research Institute of Overseas Chinese Studies and the Business School.

Jinan University is one of the participants of the state programme «Project 211» aimed at development of 100 Chinese universities. The University has become the first choice of overseas Chinese students and applicants from Hong Kong, Macao and Taiwan for undergraduate and postgraduate study. Jinan University is ranked among Top 150 universities of the QS University Rankings: BRICS 2017 and Top 200 universities of the QS University Rankings: Asia 2017.

There are 37 institutes, 216 research institutes and 87 laboratories, as well as 62 Departments, 89 bachelor's degree programmes, 189 master's degree programmes, 74 doctoral' degree programmes. There are 35 000 students and postgraduate students, 11 000 of them are foreign students from 115 countries.

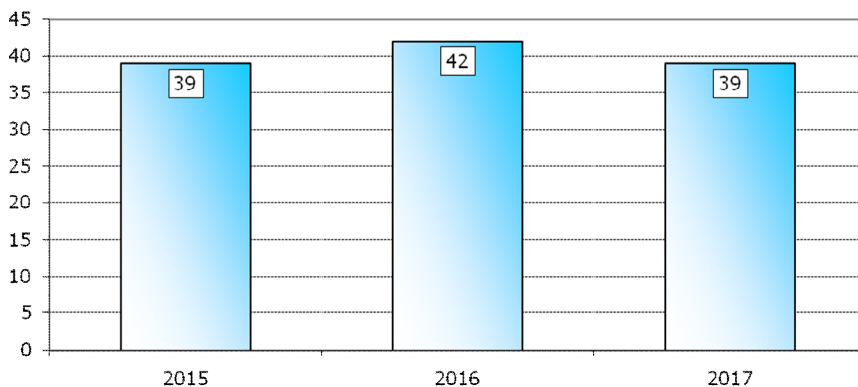
In 2015 Jinan University participated in the project «Leading Higher Education Institutions of Guangdong Province» and was awarded the grant in the amount of 1 billion RMB (more than 155 million USD) for the following 3 years on development of education, international exchange programmes and cooperation, as well as involvement of highly-qualified foreign experts.

The Journalism Department of Jinan University was established in 1946 and became the School of Journalism and Communication in 2001. The main aim of Jinan University is training of talented and highly qualified professionals of media industry. In recent years, the School has been active in international communication in the form of student exchange programmes, faculty visits and foreign scholar seminars. The School has developed good cooperative relations with universities in the US, the UK, Malaysia, Hong Kong, etc.

INFORMATION ON THE EDUCATIONAL PROGRAMMES UNDERGOING ACCREDITATION

Educational programmes	<i>«Advertising»</i>
Level of training / Standard period of training	<i>Bachelor's Degree Programme / 4 years</i>
Structural subdivision (head)	<i>School of Journalism and Communication</i>
Major departments (heads)	<i>Department of Advertising</i>
Date of the site visit	<i>4-7 December 2017</i>
Person responsible for accreditation	<i>Yang Xianshun, Doctor, Professor, Deputy Dean of the School of Journalism and Communication</i>

REFERENCE DATA ON STUDENT ENROLLEMENT FOR THE EDUCATIONAL PROGRAMME «ADVERTISING»



ACHIEVEMENTS OF THE EDUCATIONAL PROGRAMMES

Teaching staff

There are 14 teachers (including 3 Professors and 5 Associate Professors) working with the programme «Advertising». It corresponds to the teaching objectives and provides high quality of education. The percentage of teachers having academic degrees is 57,1%. The percentage of teachers having working experience in advertising is 92,9%. One of the teachers won the award «The Best Teacher of Guangdong Province», and two teachers were awarded the title «Outstanding Advertiser in Contemporary China».

Employability of graduates

Graduates of the educational programme are in high demand at the national and international labour markets. Employability is 96,1%. The majority of graduates find jobs in large media organisations (Shenzhen Daoli Advertising, Alpha Group, Phoenix Publishing and Medias, Insight, etc.).

Educational resources

All classrooms are equipped in accordance with modern requirements. It provides implementation of all kinds of disciplinary and interdisciplinary training, laboratory, practical and research work of students.

There are 87 laboratories, 22 experimental demonstration centres, a modern research library with the fund of 4 million exemplars of different literature.

Academic mobility of students

Jinan University actively participates in student exchange programmes with foreign universities. Nowadays there are programmes with participation of 46 universities and institutes from more than 20 countries and regions as the USA, the UK, France, Australia, Russia, etc. Constantly developing exchange programmes and international cooperation raise China's prestige in the world community.

International projects

Jinan University is famous for international cooperation. Teachers, students, experts and researchers play an important role in the University life and its development, create a unique cultural and academic environment, form the basis for development of intercultural communication and provide training of highly-qualified professionals.

The University actively participates in joint international projects together with foreign universities, organizations and enterprises. Nowadays, Jinan University has agreements with 300 universities and research institutes from all over the world, in particular, with the Berkeley University of California (USA), the University of Birmingham



(Great Britain), Saint Petersburg State University (Russia), Erasmus University Rotterdam (Holland), Paris Diderot University (France), Doshisha University (Japan). Jinan University also participates in the Erasmus Programme, the project TECHNO and the FP7 Project. The University established 13 joint international laboratories together with foreign research centres and institutes from Russia, Germany, Australia and Switzerland. The educational institution also implements joint programmes together with the University of Liège (Belgium), the University of Melbourne (Australia) and West Virginia University (USA).

EXTERNAL REVIEW PANEL



Junjie Ding (China)

Review Chair

Doctor, Professor, Dean of the Advertising School of the Communication University of China

A nominee of the Higher Education Evaluation Center of the Ministry of Education, HEEC



Hu Huang (China)

Panel member

Doctor, Professor of the School of Journalism, Fudan University

A nominee of the Higher Education Evaluation Center of the Ministry of Education, HEEC



Heshui Huang (China)

Panel member

Doctor, Professor, Executive Dean of the School of Journalism and Communication, Xiamen University

A nominee of the Higher Education Evaluation Center of the Ministry of Education, HEEC



Valery Muzykant (Russia)

Panel member

Doctor of Sociological Sciences, Professor of the Department of Mass Communication, People's Friendship University of Russia

A nominee of the Guild of Experts in Higher Education



Polina Rysakova (Russia)

Panel member

Candidate of Sociological Sciences, Associate Professor of the Department of Theory of Social Development of Asian and African Countries, Saint Petersburg State University

A nominee of the Guild of Experts in Higher Education



Wei Liu (China)

Panel member, representative of the professional community

Deputy Chief Editor, newspaper "Guangming Daily"

A nominee of the Higher Education Evaluation Center of the Ministry of Education, HEEC



Xianzhi Shen (China)

Panel member, representative of the professional community

Executive Deputy Chief Editor, newspaper "Shenzhen Daily"

A nominee of the Higher Education Evaluation Center of the Ministry of Education, HEEC

INFORMATION ON THE LEADING TEACHERS OF THE EDUCATIONAL PROGRAMMES

Yang Xianshun

Doctor, Professor, Secretary of the Party Committee of Jinan University, Deputy Dean of the School of Journalism and Communication, winner of the Sixth and Seventh Guangdong Education and Teaching Achievement Award in 2010 and 2014; he was awarded the title «Outstanding Contemporary Advertiser of China»

Xing Liang

Doctor, Professor, Director of the Advertising Department, member of the China Advertising Association, Secretary General of the Guangzhou Advertising Association, member of the Academic Board of the China Advertising Association

Zhu Lei

Doctor, Professor, Deputy Director of the Advertising Department, member of the Academic Board of China Advertising Association, winner of the Seventh Guangdong Education and Teaching Achievement Award

Yang Yi

Doctor, Professor, expert of the China Marketing Centre of Sun Yat-sen University, visiting professor of Ross School of Business (Michigan, USA), expert of the Department of Propaganda of Qingyuan Party Committee

Li Miao

Doctor, Associate Professor, Deputy Director of the Research Centre of Jinan University, Research Associate of Yoshida Hideo Business Consortium (Japan), member of the Academic Board of China Advertising Association, consultant of the Advertising Association of Guangdong Province

Gu Hong

Doctor, Associate Professor, Deputy Director of New Media Research Centre of Jinan University, Programme Researcher of the Social Science and Technology Centre at Massachusetts Institute of Technology, Visiting Professor of the Chinese University of Hong Kong, member of the Academic Board of China Advertising Association, consultant of the Advertising Association of Guangdong Province, expert of Digital Marketing Research Centre of China Advertising Association

Mo Zhiyong

Doctor, Associate Professor, member of the Academic Board of China Advertising Association, Director of the Information and Interactive Design Expert Board of China Industrial Design Association, consultant of the Advertising Association of Guangdong Province, member of China New

Media Communication Association, Vice Chairman of Guangdong Association of Commercial Art Designers, member of China Fashion Designers Association, Director of Guangdong Young Artists Association, Director of Guangdong Arts and Crafts Association

Zheng Xiaojun

Doctor, Associate Professor, member of the Academic Board of China Advertising Association, consultant of the Advertising Association of Guangdong Province, winner of the "President Award" of Jinan University for Undergraduate Teaching

COMPLIANCE OF THE EXTERNAL REVIEW OUTCOMES WITH THE STANDARDS

STANDARD 1. Purposes of the educational programme

Compliance with the standard: **full compliance**

Good practice:

Purposes of the educational programme correspond to the mission of the University, the national development strategy of the People's Republic of China, the strategy of national and regional innovative development, the strategy «Internet +». Requirements of modern labour market and society are taken into account.

The newest technological developments as Big Data, cloud-based computing, «Internet of Things», artificial intellect, AR/VR technologies and others are used.

STANDARD 2. Learning outcomes

Compliance with the standard: **full compliance**

Good practice:

Expected learning outcomes fully correspond to the purposes of the educational programme.

Graduates are in high demand at the labour market (employability is 100%).

Employers are highly satisfied with quality of students' training (94,5%).

STANDARD 3. The educational programme

Compliance with the standard: **full compliance**

Good practice:

Curricula of the educational programme fully correspond to the requirements of the National Qualifications Framework.

Students have the possibility to make individual learning paths. There are elective courses.

Curricula and the educational programmes are regularly corrected and reviewed under the conditions of constantly changing requirements of the labour market.

Students of the Department of Advertising actively participate in leading national and international promotional activities (AD STARS, One Show, Academy Awards, the National College Advertising Art Design Contest, etc.). For the last 3 years students won 35 awards in professional competitions (9 international/national awards and 26 provincial/ministerial awards).

STANDARD 4. Teaching staff

Compliance with the standard: **full compliance**

Good practice:

Teachers are highly qualified (92,9%).

There are conditions for professional development of teachers. The teaching staff participates in international projects.

Criteria for assessment of teachers' activities are clearly defined.

The public initiative "One Belt One Road" and the strategy "Going out, Bringing in" provide mobility of the teaching staff in foreign higher education institutions and involvement of leading teachers from the USA, Great Britain, the Netherlands and South Korea.

STANDARD 5. Resources

Compliance with the standard: **full compliance**

Good practice:

Material and technical resources are modern (television laboratories with TV studios, radio- and photolaboratories, multimedia laboratories, laboratories of digital communication, 3D-printers).

The research library is provided with different kinds of literature (more than 4 million exemplars).

There are more than 40 production sites that accommodate more than 300 students and unite leading media groups (Nanfang Daily Media Group), TV studios (Guangdong TV Station) and advertising companies (Guangdong Advertising Group Co.).

STANDARD 6. Quality assurance

Compliance with the standard: **full compliance**

Good practice:

There is a complex system of education quality assurance aimed at continuous improvement of quality of the educational programmes and development of quality culture.

A feedback system is in place (regular questionnaire of teachers, students, graduates and employers).

There is the "13th Five-Year Development Plan" at the University, the key area of which is standardization and institutionalization of the education quality system: implementation of staff training programmes, making study guides, support of outstanding students, and development of scientific schools.

STANDARD 7. Teaching and learning

Compliance with the standard: **full compliance**

Good practice:

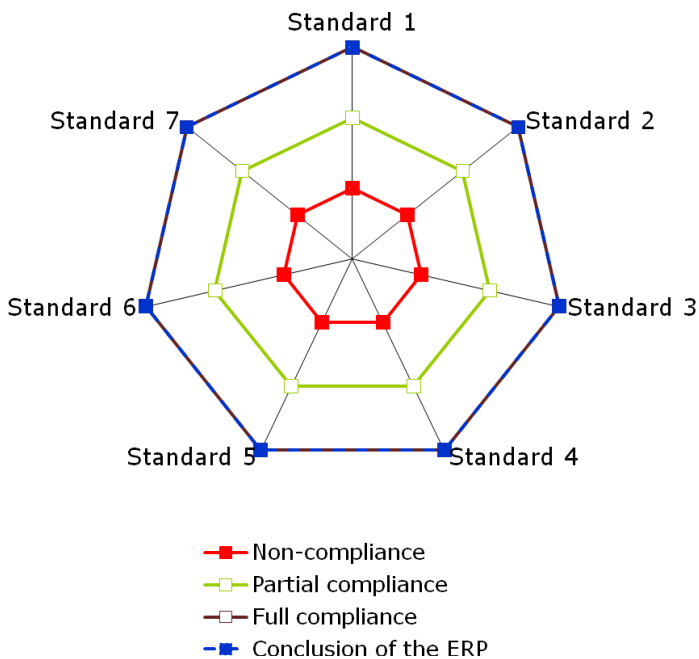
Conditions for development of students' artistic skills are created (organization of annual regional and international competitions, for example, the Festival of Advertising).

Systematic work on career guidance is carried out. Applicants are supported.

RECOMMENDATIONS

1. It is recommended for the teachers to publish research articles in national and international journals with high impact factor and to participate in international academic and subject-specific activities and exchange programmes.
2. It is necessary to raise internationalization of the educational programme by improvement of international communication.
3. It is advisable to give students more opportunities to participate in international exchange programmes, international seminars, competitions and Olympiads. It is also recommended to involve more foreign students not only from neighbour regions (Macao, Taiwan, and Hong Kong) but from other countries.
4. It is recommended to involve young teachers and representatives of the professional community in the educational process.
5. It is advisable to reconsider work placement of students and improve a feedback system with students.
6. It is necessary to develop effective monitoring of assessment of students' contentment with training.
7. It is recommended to develop entrepreneurial skills of students with the account of their possibilities and requirements.

DISTRIBUTION DIGRAM OF THE EXTERNAL REVIEW OUTCOMES



- Standard 1. Purposes of the educational programme
- Standard 2. Learning outcomes
- Standard 3. The educational programme
- Standard 4. Teaching staff
- Standard 5. Resources
- Standard 6. Quality assurance
- Standard 7. Teaching and learning

CONCLUSION OF THE EXTERNAL REVIEW PANEL

Based on the self-evaluation report analysis, documents and data submitted the External Review Panel has come to the conclusion that the Bachelor's degree educational programme «Advertising» delivered by the Jinan University **fully comply** with the standards and criteria of public accreditation of the National Centre for Public Accreditation and the Higher Education Evaluation Center of the Ministry of Education of the People's Republic of China.

The Panel recommends that the National Accreditation Board accredit the educational programme «Advertising» delivered by the Jinan University **for the period of six years.**

SCHEDULE OF THE SITE VISIT OF THE EXTERNAL REVIEW PANEL

Date	Time	Activity
December 4, Monday	19:00 -20:30	The first meeting of the external review panel and coordinators of the expertise of the educational programme
December 5, Tuesday	8:00-8:50	Meeting of the ERP with the University administration and people responsible for accreditation
	9:10-10:10	Tour of the University
	10:10-12:00	Visiting classes, holding meetings and interviews, review of documents on the educational programme
	12:10-13:00	Lunch
	14:00-17:30	Holding meetings and interviews
	18:00-19:00	Dinner
	19:30-20:30	Internal meeting of the ERP
December 6, Wednesday	8:00-12:00	Visiting classes, holding meetings and interviews, review of documents on the educational programme
	12:10-13:00	Lunch
	14:00-15:00	Meeting with students
	15:10-16:30	Meeting with teachers
	16:40-18:00	Internal meeting of the ERP
	18:01-19:00	Dinner
	19:30-21:00	Internal meeting of the ERP
December 7, Thursday	8:30-12:00	Closing meeting of the External Review Panel with the representatives of the University
	12:10-13:00	Lunch
	14:00	Departure