

Featured Teaching

Educational Innovation in Advertising: Bridging the Academic-Industry Divide by Yuhmiin Chang (National Chengchi University, Taiwan R.O.C.)

"Will this benefit my career?" and "How does this apply to my professional future?" are questions frequently asked by students worried about their career prospects. In response, the Department of Advertising at National Chengchi University is actively tailoring its curriculum to meet industry needs, aiming to effectively inspire and prepare students. This dedication to bridging the gap between academia and industry is reflected in the enthusiastic responses from our graduates. According to the school's institutional research report, more than 90% of alumni from the Department of Advertising acknowledge a substantial link between their studies and their careers, demonstrating their high satisfaction with the education they received.

Recognized as the premier advertising program in Taiwan, the Department of Advertising at the College of Communication admits students without a declared major who then apply to the department after completing their sophomore year. This gives us a focused two-year period to develop their advertising expertise and ensure they graduate as competent, responsible professionals. To achieve this, we closely collaborate with leading professionals from the advertising and public relations sectors, integrating their expertise into our curriculum through diverse and innovative teaching methods.

In their junior year, students participate in experiential learning opportunities with industry professionals, involving real projects and joint teaching efforts with agencies. The core course, Advertising Strategy and Planning, features partnerships with notable brands such as Gogoro, M&M's Chocolate, and Fossil. The semester starts with brand managers presenting the key challenges facing their brands, target demographics, competitors, budgets, and



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advertising objectives. Faculty members guide students in applying theoretical knowledge from the classroom to these projects, which include leveraging databases and conducting market research to uncover insights. Additionally, students are tasked with creating and presenting a full advertising campaign to a real client. This culminates in a final presentation attended by the client, who awards the most outstanding projects.

Another core course, Public Relations Strategy and Planning, allows students to apply their theoretical knowledge to a University Social Responsibility (USR) project aimed at boosting tourism for a nearby small town. The course begins with insights from a professional experienced in working with the town's tourism development association, followed by a field trip that offers students a chance to meet local leaders and explore key attractions. Armed with this real-world experience, students use their classroom knowledge to create and present a PR campaign designed to draw target audiences to visit the town.

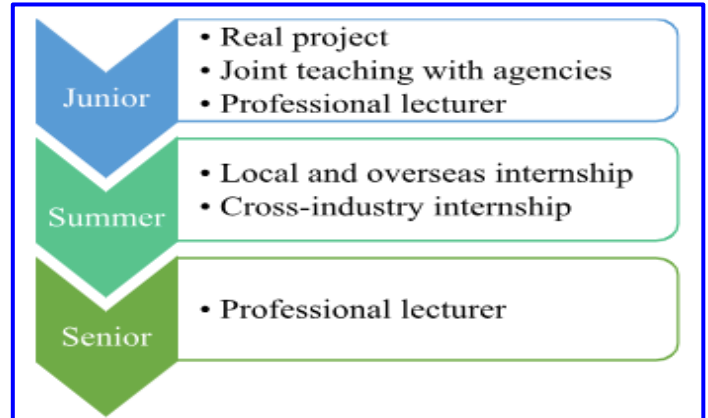
We also have initiated joint teaching courses with leading agencies, such as "Media Strategy and Activation" with Publicis Group, "Interactive Marketing Communication" with Medialand Digital Strategy from the Hakuodo Group, and "Case Studies in Public Relations" with One for All PR agency. These are not mere guest lectures; instead, they involve a six-week collaboration where instructors and professionals co-develop and co-teach, providing students with a practical understanding of the subjects and how they are applied in the industry. These interactive classes

are highly rated by students, and our faculty also benefit from the professional insights gained.

Our curriculum is greatly enhanced by experienced professionals who offer specialized courses, connecting students directly with real-world practices and industry leaders. These courses include "Digital Marketing," led by the CEO of McCann Taiwan; "Branding," taught by the Vice President of Siemens; "Digital Marketing and Creative Technology," directed by the Co-founder and Vice Chairman of Medialand Digital Strategy from the Hakuhodo Group; "Corporate Public Relations" and "PR and Marketing Communications," taught by the President and CEO of One for All PR agency respectively; "Brand Strategy and Practice," overseen by the Vice President of Digital Business Development at Ogilvy; and "Cross Border Marketing Practice," instructed by the former Marketing Director of Unilever. These offerings provide students with practical experiences and direct access to top figures in the industry, equipping them for successful careers.

Located in Taipei, a hub for world-leading agencies and brands, our university offers students the unique opportunity to intern at prestigious organizations such as Omnicom Media Group, Ogilvy, Line, and Toyota during the summer. Additionally, students have the option to pursue international internships at places like Beijing and Shanghai. We are currently exploring the possibility of adding summer internships in Japan with the Hakuhodo Group to further broaden our students' global perspectives and experiences.

We have also recently launched a cross-industry internship program with three companies: LnData, a data consulting firm; Freedom Systems, a managed service provider; and Digitas from Publicis, a digital media creativity company. This program allows students to rotate among the three companies, receiving training akin to that of a full-time employee. This innovative approach to internships provides students with multidisciplinary experiences, preparing them to become skilled data-driven marketing and communications professionals.



We meticulously design pathways that enable the seamless transition of theoretical knowledge into practical, professional contexts. Our continuous enhancement and innovation in teaching approaches emphasize our commitment to fostering interdisciplinary and cross-cultural skills, equipping our students with the essential abilities they need to excel as marketing communication professionals. We embrace international collaborations in teaching and internships. Looking forward, our dedication is firmly centered on preparing a new generation of leaders equipped to thrive in a globally connected world.



Yuhmiin Chang's Bio:

Yuhmiin Chang (Ph.D., University of Missouri-Columbia) is a Distinguished Professor at National Chengchi University, Taiwan, where she also serves as the Chair of the Department of Advertising and the Associate Dean for Graduate Studies in the College of Communication. She has previously served as the convener of the Communication Studies section at the National Science and Technology Council of Taiwan. Her teaching specialties are Integrated Marketing Communication, Advertising Theories, and Advertising Strategy and Planning. She has earned the Excellence in Teaching Award from National Chengchi University. Her current research focuses on the effects of media multitasking and the use of AI in advertising, with her work published in leading journals such as the *Journal of Advertising*, *Media Psychology*, and *Computers in Human Behavior*.