

# Undergraduate Training Program for Marketing (Digital Marketing)

Major code:	120202	Major name:	Marketing (Digital Marketing)
Subject:	Management (12) Business Administration (1202)		

## 1、Major Introduction

The Marketing major began enrollment in 1991 and was approved as a characteristic major construction point for higher education institutions in Henan Province in 2010. In 2011, it was awarded the title of Excellent Teaching Team in Henan Province. The business administration discipline of the major was selected as one of the seventh, eighth, and ninth batches of key disciplines in Henan Province. In 2014, it began recruiting graduate students in the field of marketing management. Since its establishment, it has produced more than 3000 graduates for the aerospace industry and local economy.

The marketing major adheres to the educational philosophy of "morality first, teaching center, quality first, and education oriented". After years of development, it has gradually formed the following characteristics and advantages: (1) based on local economy, highlighting aviation characteristics. The marketing major is aimed at regional economic and social development, as well as the aerospace industry, to meet the talent demand for high-quality strategic development of the aerospace industry and local economy. (2) Keeping up with the forefront of the times and highlighting digital features. The marketing major is based on the digital economy and service economy, focusing on the deep integration of "digital economy+ marketing", focusing on new marketing trends such as customer innovation, service digitization and intelligence, artificial intelligence marketing, social media marketing, big data marketing, etc., strengthening the application orientation of scenarios, and building a new knowledge system of "digital+ marketing". (3) Strengthen the integration of management and engineering, and cultivate composite talents. The

marketing major relies on the school's resource advantages in high-end manufacturing industries such as aviation and aerospace, highlighting the importance of engineering and technology courses in the process of cultivating management talents, cultivating marketing professionals with engineering and technology backgrounds, and meeting the industry's demand for composite talents.

## 2、 Training Objectives

The Marketing (Digital Marketing) major follows the concept of new business construction, serving the national aviation and aerospace power strategy and regional economic and social development, aiming to cultivate well-rounded development of morality, intelligence, physical fitness, aesthetics, and labor, with basic knowledge of management, economics, information technology, law, etc., mastering modern marketing methods and digital marketing basic skills, familiar with general aviation product marketing practice skills, possessing innovative thinking, entrepreneurial spirit, social responsibility, marketing professional ethics, marketing big data analysis and other abilities. It is a composite management talent who can engage in market research, sales management, marketing planning, e-commerce, digital marketing and other professional work in industrial and commercial enterprises, government agencies, public institutions, as well as aviation passenger transport, general aviation and other fields.

After about 5 years of work practice after graduation, the expected goals for students are:

1. Character literacy. Being able to practice the core socialist values, possessing patriotic emotions, and having a correct outlook on life and values; Being able to identify ethical dilemmas and challenges in the business environment, analyze ethical issues in the business environment, and propose appropriate solutions; Having rich humanistic heritage, sensitive ethical awareness, good professional ethics and professional qualities.

2. Digital capability. Understand the cutting-edge dynamics and development trends of digital marketing in the field of marketing, and systematically master the general knowledge of business such as management and economics, as well as the theories and methods related to marketing; Having digital marketing thinking, mastering the ability to analyze marketing data and digital marketing skills; Capable of organizing, planning, and managing digital marketing.

3. Innovative consciousness and pioneering spirit. Having a global perspective and the ability to apply integrated thinking to analyze and solve problems. Having a good sense of innovation and being able to integrate it into practical marketing related work such as sales organization, marketing promotion, and marketing planning.

4. Sustainable development capability. In the rapidly evolving digital economy era of knowledge, being able to keep up with the times, quickly adapt to changes in social needs, widely utilize internal and external resources to continuously improve personal professional knowledge and skills, and establish a lifelong learning philosophy.

5. Management and communication skills. Having effective oral communication skills, written professional communication skills, and strong interpersonal communication and coordination abilities; Having a sense of teamwork, able to effectively complete team collaboration, and able to create value for the team and society in various environments, competent for positions such as middle-level management in enterprises.

### 3、 Graduation requirements

#### **1. Business knowledge**

1.1 Possess general knowledge in business disciplines such as management, economics, statistics, psychology, sociology, and data science;

1.2 Master modern marketing theories and methods, possess professional knowledge in product sales and market promotion, marketing research and data analysis, marketing planning or management, etc.

## **2. Tool application capability**

2.1 Proficient in commonly used computer related skills, possessing data analysis abilities such as Python language, data cleaning, and data mining;

2.2 Master the use of basic

tools related to marketing (data visualization tools such as Power BI, as well as marketing analysis tools such as SPSS and AMOS).

## **3. Marketing Planning**

3.1 Planning plan, process, methods, and implementation (including creative planning);

3.2 Able to write corresponding planning documents.

#### **4. Product sales and market research**

4.1 Possess the ability to sell goods. Having a general foundation in business and specialized knowledge in marketing, being aware of laws and regulations related to economic activities, mastering scientific business communication methods, possessing a global market perspective, and capable of handling positions such as enterprise marketing management;

4.2 Possess market research and analysis capabilities. Ability to apply and analyze theories in statistics, economics, management, psychology, and related industries such as aviation economics, finance, and retail. Proficient in survey tools, familiar with survey procedures, and skilled in survey methods. Able to independently design survey plans and questionnaires, proficient in accurate data analysis methods, and able to write high-quality survey analysis reports. Capable of handling positions such as market research and development in enterprises.

#### **5. Innovative spirit**

5.1 Cultivation of innovative consciousness. Cultivate a thirst for knowledge, respect curiosity, and problem oriented thinking logic, and encourage self-directed learning. Learn to approach problems from multiple perspectives and perspectives, and propose solutions;

5.2 Innovation and entrepreneurship education practice, internships, etc.

#### **6. Career Development**

6.1 Able to practice socialist core values, possess good ethical and professional conduct, have a high sense of social responsibility, and a sense of mission towards the profession;

6.2 In the Internet era with rapidly updated knowledge, we can keep pace with the times, quickly adapt to changes in social needs, widely use internal and external resources to constantly improve our professional knowledge and skills, and establish the concept of lifelong learning.

## 7. Communication and Cooperation

7.1 Possess strong oral and written communication skills;

7.2 Possess good interpersonal relationships, as well as a strong sense of cooperation and teamwork.

## 8. Humanistic literacy

Based on the study and influence of traditional culture, history, art, and other humanistic knowledge, gradually enhance cultural taste, aesthetic taste, and artistic cultivation;

8.2 Physical and mental health, possessing good moral cultivation, and having a sound personality.

## 9. Scientific literacy

9.1 Cultivation of Scientific Thinking. Developing independent thinking skills and enhancing critical thinking abilities for analyzing and solving problems;

9.2 Training in scientific methods (data acquisition, qualitative and quantitative analysis of marketing, literature search, academic paper writing, etc.).

Table 1: Support Matrix of Graduation Requirements for Training Objectives

training objectives Graduation requirements	Training Objective 1	Training Objective 2	Training Objective 3	Training Objective 4	Training Objective 5
Graduation Requirement 1		√	√		
Graduation Requirement 2		√			
Graduation Requirement 3		√			√
Graduation Requirement 4		√	√		√
Graduation Requirement 5	√		√		

Graduation Requirement 6				√	
Graduation Requirement 7					√
Graduation Requirement 8	√				
Graduation Requirement 9		√		√	

Note: The supporting relationship between graduation requirements and training objectives is indicated by a "√".

#### 4、 Core courses

Management, Principles of Accounting, Marketing, Organizational Behavior, Macroeconomics, Microeconomics, Introduction to Digital Marketing, Consumer Behavior, Business Big Data, Marketing Data Analysis, Text Analysis and Data Mining, Digital Supply Chain Management, Omnichannel and Sales Management, Market Research, Marketing Planning (Cases), E-commerce Theory and Application, Big Data Marketing, Business Etiquette and Communication, New Media Operations, Navigation Marketing Theory and Practice, etc.

#### 5、 Education System and Degree

Duration of study: The basic education system for this major is 4 years, and a flexible education system of 3-7 years is implemented.

Conferring degree: Bachelor of Management.

#### 6、 Course Structure and Credit Requirements

Students are required to take at least 160+5 (extracurricular) credits within the school's designated time, totaling 165 credits, in order to graduate. The minimum credit requirements for various courses are shown in Table 2.

Table 2: Credit Composition of Curriculum System

	136 credits in theoretical teaching					Concentrated practical teaching (Compulsory)	second class
	Compulsory courses have 114 credits, accounting for 85.98%, while elective courses have 22 credits, accounting for 14.02%						
	General Education Course		Subject Basic Course	specialized course	Personalized courses		
	Compulsory	take as an elective course					
credit	67.5	4	25.5	21	18	24	5
proportion	44.69%		15.94%	13.13%	11.25%	14.99%	

Note: "()" refers to the experimental (practical)/computer credits included in various theoretical courses, with a percentage of the total credits, rounded to two decimal places.



## 8、 Guiding Teaching Process Table

### Teaching Progress Table of Marketing (Digital Marketing)

#### Major

Cour se cater gory	grou p num ber	Course code	Course Name	Course nature	credit	Total class hours	Lectur e hours	Experi mental (practi cal) hours	Compu te r hour s	Weekly study hours	start class semester
Gene ral Educ ation Com pulso ry Cour se	No grou p numb er	GB001B	ESLI (1)	Compu lsory	3.0	54	54	0	0	4	1
		JB00001A	Artificial Intelligence and Future	Compu lsory	3.0	54	36	0	18	4	1
		MK00004A	Ideological and Moral Cultivation and Basic Law Education	Compu lsory	3.0	54	44	10	0	4	1
		KB003C	Advanced Mathematics II (A)	Compu lsory	3.0	54	54	0	0	4	1
		XB014A	Situation and Policy I	Compu lsory	0.25	8	8	0	0	2	1
		9500001A	Career Planning for College Students	Compu lsory	1.0	16	16	0	0	2	1
		YB127A	Physical Education (I)	Compu lsory	1.0	38	38	0	0	2	1
		YB006B	Military Theory and National Security	Compu lsory	3.0	48	44	4	0	3	1
		XB003B	Outline of Modern and Contemporary Chinese History	Compu lsory	3.0	54	44	10	0	3.5	2
		JB004B	Python Programming Design	Compu lsory	3.0	48	32	0	16	3	2
		9700001A	Mental Health for College Students	Compu lsory	2.0	32	32	0	0	2	2
		XB014B	Situation and Policy II	Compu lsory	0.25	8	8	0	0	2	2
		GB002C	ESLI (2)	Compu lsory	3.0	54	54	0	0	3	2
		KB004C	Advanced Mathematics II (B)	Compu lsory	5.0	90	90	0	0	5	2
		MK00001A	Basic Principles of Marxism	Compu lsory	3.0	54	44	10	0	3	2
		YB127B	Physical Education (II)	Compu lsory	1.0	32	32	0	0	2	2
		GB003C	ESLI (3)	Compu lsory	3.0	54	54	0	0	3	3
		YB127C	Physical Education (III)	Compu lsory	1.0	42	42	0	0	2	3
		KB009B	Probability Theory and Mathematical Statistics	Compu lsory	3.5	64	64	0	0	4	3
		XB004C	Introduction to Mao Zedong Thought and Socialist Theoretical System with Chinese Characteristics	Compu lsory	3.0	54	44	10	0	3	3
		LB001A	College Chinese	Compu lsory	2.5	40	40	0	0	3	3

Course category	group number	Course code	Course Name	Course nature	credit	Total class hours	Lecture hours	Experimental (practical) hours	Computer hours	Weekly study hours	start class semester
		BB539A	Innovation and Entrepreneurship Foundation	Computory	2.0	32	24	8	0	2	3
		XB014C	Situation and Policy III	Computory	0.25	8	8	0	0	2	3
		YB127D	Physical Education (IV)	Computory	1.0	32	32	0	0	2	4
		XB014D	Situation and Policy IV	Computory	0.25	8	8	0	0	2	4
		XB013A	Introduction to Xi Jinping’s Thought on Socialism with Chinese Characteristics for a New Era	Computory	3.0	54	44	10	0	3	4
		GB004B	ESLI（4）	Computory	3.0	54	54	0	0	3	4
		KB008B	Linear Algebra	Computory	2.5	46	46	0	0	3	4
		XB014E	Situation and Policy V	Computory	0.25	8	8	0	0	2	5
		XB014F	Situation and Policy VI	Computory	0.25	8	8	0	0	2	6
		9500002A	Employment Guidance	Computory	1.0	16	16	0	0	2	6
		XB014G	Situation and Policy VII	Computory	0.5	8	0	8	0	2	7
		——	Aesthetic Education	Computory	2.0	0	0	0	0	0	0
		——	The Histories of the Party, New China, the Reform and Opening-up, and Socialist Development	Computory	1.0	0	0	0	0	0	0
Subtotals by category					67.5	1226	1122	70	34		
General elective courses	not have group name	OX001B	Aviation Conspectus	take as an elective course	2.0	32	32	0	0	2	2
		500937	Mechanical Manufacturing Engineering	take as an elective course	2.0	36	36	0	0	3	2
Subtotals by category					4.0	68	68	0	0		
Subject based courses	No group number	WB001A	Introduction of Subjects	Computory	1.0	16	16	0	0	1	1
		BB718A	Management	Computory	3.0	48	48	0	0	3	2
		801004	Accounting Principles	Computory	3.0	48	48	0	0	3	2
		JB311B	Database Principle and Application	Computory	3.0	48	40	0	8	3	3
		CB101B	Microeconomics	Computory	3.0	48	48	0	0	3	3

Course category	group number	Course code	Course Name	Course nature	credit	Total class hours	Lecture hours	Experimental (practical) hours	Computer hours	Weekly study hours	start class semester
				Isory							
		BB981C	Organizational Behavior	Compulsory	2.5	40	40	0	0	3	3
		BB801A	Marketing	Compulsory	2.5	40	40	0	0	3	3
		CB102B	Macroeconomics	Compulsory	3.0	48	48	0	0	3	4
		BB819A	Introduction to Digital Marketing	Compulsory	2.0	32	32	0	0	2	4
		CB005A	Statistics	Compulsory	2.5	40	40	0	0	3	5
Subtotals by category					25.5	408	400	0	8		
monopolize line of business course	No group number	BB812A	Consumer Behavior	Compulsory	2.5	40	40	0	0	3	4
		BB813B	Principle and Application of E-commerce	Compulsory	2.0	32	24	8	0	2	4
		BX710A	Innovation Management	Compulsory	2.5	40	40	0	0	3	5
		BB835A	Digital Supply Chain Management	Compulsory	2.5	40	40	0	0	3	5
		BB821B	Business Etiquette and Communication	Compulsory	2.0	32	32	0	0	2	5
		BB817A	Marketing Planning (Case)	Compulsory	2.5	40	32	8	0	2	6
		BB816A	Market Research	Compulsory	3.0	48	32	16	0	2	6
		BB836A	Omni-channel and sales management	Compulsory	2.0	32	32	0	0	2	6
		BB805A	Big Data Marketing	Compulsory	2.0	32	32	0	0	2	7
Subtotals by category					21.0	336	294	32	0		
Personalized courses	I General Ability module	BX930A	Psychology	take as an elective course	2.0	32	32	0	0	2	3
		LB018A	Practical Writing	take as an elective course	2.5	40	40	0	0	3	3
		BB715A	Business Ethics	Compulsory	2.0	32	32	0	0	2	4
		200204	Service Marketing	take as an elective course	2.0	32	32	0	0	2	4
		AB119A	Fundamentals of Business Law	take as an elective course	2.0	32	32	0	0	2	4

Course category	group number	Course code	Course Name	Course nature	credit	Total class hours	Lecture hours	Experimental (practical) hours	Computer hours	Weekly study hours	start class semester
		BB702A	Company Strategy Management	take as an elective course	3.0	48	48	0	0	3	5
		BB815A	Marketing Management (Bilingual Instruction)	take as an elective course	2.5	40	40	0	0	3	5
		BX825B	International Marketing	take as an elective course	2.0	32	32	0	0	2	5
		BB833A	New Media Operation	take as an elective course	2.5	40	32	0	8	3	6
		BX826B	Brand Management	take as an elective course	2.0	32	32	0	0	2	6
		BB826A	Internet Product Planning	take as an elective course	2.5	40	32	0	8	3	6
		BX827A	Marketing of NPO	take as an elective course	2.0	32	32	0	0	2	7
		AX616A	The Frontier of Marketing Theory and Thesis Writing	take as an elective course	2.0	32	32	0	0	2	7
	Subtitle of the group (at least 7.5 credits must be taken in this group, with "*" indicating recommended priority elective courses)										
	II data analysis module	AX705A	The Base of Business Big Data	take as an elective course	3.0	48	16	0	32	0	4
		BB837A	Marketing Data Analysis	take as an elective course	3.0	48	32	0	16	3	5
		AX122A	Text Analysis and Data Mining	take as an elective course	2.0	32	32	0	0	4	5
		BB828A	Social Network Analysis	take as	2.0	32	32	0	0	0	7

Course category	group number	Course code	Course Name	Course nature	credit	Total class hours	Lecture hours	Experimental (practical) hours	Computer hours	Weekly study hours	start class semester
				an elective course							
		Subtitle of the group (at least 8 credits must be taken in this group, with "*" indicating recommended priority elective courses)									
	III Aviation characteristic module	PB001B	Introduction to Civil Aviation	take as an elective course	2.0	32	32	0	0	2	4
		HX070A	Legal Channel of Flying Around the World	take as an elective course	2.0	32	32	0	0	2	5
		BB825A	Marketing Theory and Practice in General Aviation	take as an elective course	2.5	40	40	0	0	3	6
		BX714B	Aeronautics Corporate Culture	take as an elective course	2.0	32	32	0	0	2	6
	Subtitle of the group (at least 2.5 credits must be taken in this group, with "*" indicating recommended priority elective courses)										
Subtotals by category											
Concentrated practical teaching segment	No group number	YS001A	Military Training	practice	2.0	+2	0	0	0	0	1
		BS513B	Cognition Practice	practice	1.0	+1	0	0	0	2	2
		9600901B	Metalworking Practice B	Compulsory	2.0	+2	0	0	0	0	4
		BS806A	Comprehensive Experiment of Marketing	practice	1.0	+1	0	0	0		5
		BS805B	Marketing Professional Practice (Market Survey)	practice	1.0	+1	0	0	0		6
		BS718A	Enterprises Operation Comprehensive Training	Compulsory	1.0	+1	0	0	0	1	7
		AS811A	Specialty Internship	Compulsory	4.0	+4	0	0	0	0	8
		AS886B	Thesis	Compulsory	12.0	+12	0	0	0	0	8
Subtotals by category					24.0	24	0	0			

## 9、 Study requirements

### 1. Course requirements for "Graduation Thesis"

The course of "Graduation Thesis" is conducted in accordance with the "Management Measures for the Four Year Consistent System of Graduation Thesis (Design) at Zhengzhou Aviation Institute" (School Teaching Letter [2019] No. 24), and adopts a "2+2+8" model, with 2 credits in the 4th and 6th semesters and 8 credits in the 8th semester.

## 2. Personalized course requirements

Personalized course requirements: The first group of general ability module courses should be completed with no less than 7.5 credits, the second group of data analysis module courses should be completed with no less than 8 credits, and the third group of marketing frontier module courses should be completed with no less than 2.5 credits; Courses marked with \* in Module I, Module II, and Module III must be given priority.

## 3. Second Class

As one of the eligibility criteria for graduation, students must complete at least 5 credits for extracurricular activities. The second class activities include six categories: ideological growth, group learning experience, practical services, technological innovation, cultural and sports activities, and skill training. It is required that at least three of the six categories of activities do not score zero. The allocation of credits shall be assessed and implemented in accordance with the "Implementation Measures for the Second Class Transcript System for Undergraduate Students at Zhengzhou University of Aeronautical Industry Management (Trial)".

## 4. Special focus on aesthetic education

At least 2 credits must be taken in 8 courses including music appreciation, art appreciation, film and television appreciation, drama appreciation, dance appreciation, calligraphy appreciation, opera appreciation, and art introduction.

## 5. Special Project on Four Histories

The Four Histories Special Program includes the history of the Communist Party of China, the history of New China, the history of reform and opening up, and the history of socialist development. At least one credit must be taken and completed in the first and second year of college.

# 10、 The correlation matrix between the curriculum system and graduation requirements

Curriculum system	credit	Graduation Requirement 1	Graduation Requirement 2	Graduation Requirement 3	Graduation Requirement 4	Graduation Requirement 5	Graduation Requirement 6	Graduation Requirement 7	Graduation Requirement 8	Graduation Requirement 9
College English I (1)	3.0	√						√		√
Artificial Intelligence and the Future	3.0		√							
Ideology, Morality, and Rule of Law	3.0								√	
Advanced Mathematics II (1)	3.0	√					√			√
Situation and Policy (1)	0.25									√
Career Planning for College Students	1.0						√			
Sports (1)	1.0								√	
Military Theory and National Security	3.0					√	√		√	

Curriculum system	credit	Graduation Requirement 1	Graduation Requirement 2	Graduation Requirement 3	Graduation Requirement 4	Graduation Requirement 5	Graduation Requirement 6	Graduation Requirement 7	Graduation Requirement 8	Graduation Requirement 9
the outline of Chinese modern history	3.0								√	
Python Programming	3.0								√	
Psychological Health of Undergraduate	2.0								√	√
Situation and Policy (2)	0.2 5		√							√
College English I (2)	3.0	√						√		√
Advanced Mathematics II (2)	5.0	√	√							√
Basic Principles of Marxism	3.0		√							√
Sports (2)	1.0								√	
College English I (3)	3.0	√						√		√



Curriculum system	credit	Graduation Requirement 1	Graduation Requirement 2	Graduation Requirement 3	Graduation Requirement 4	Graduation Requirement 5	Graduation Requirement 6	Graduation Requirement 7	Graduation Requirement 8	Graduation Requirement 9
Sports (3)	1.0								√	
Probability theory and mathematical statistics	3.5	√	√							√
Introduction to Mao Zedong Thought and the Theoretical System of Socialism with Chinese Characteristics	3.0								√	
College Chinese	2.5								√	√
Fundamentals of Innovation and Entrepreneurship	2.0					√	√	√		
Situation and Policy (3)	0.25		√							√

Curriculum system	credit	Graduation Requirement 1	Graduation Requirement 2	Graduation Requirement 3	Graduation Requirement 4	Graduation Requirement 5	Graduation Requirement 6	Graduation Requirement 7	Graduation Requirement 8	Graduation Requirement 9
Sports (4)	1.0								√	
Situation and Policy (4)	0.2 5		√							√
Introduction to Xi Jinping's Thought on Socialism with Chinese Characterist ics for a New Era	3.0								√	
College English I (4)	3.0	√						√		√
linear algebra	2.5	√	√							√
Situation and Policy (5)	0.2 5		√							√
Situation and Policy (6)	0.2 5		√							√
employment guidance	1.0					√	√			

Curriculum system	credit	Graduation Requirement 1	Graduation Requirement 2	Graduation Requirement 3	Graduation Requirement 4	Graduation Requirement 5	Graduation Requirement 6	Graduation Requirement 7	Graduation Requirement 8	Graduation Requirement 9
Situation and Policy (7)	0.5		√							√
Art Education Special Project	2.0								√	
Four History Special Project	1.0								√	
Introduction to Aviation	2.0								√	√
Mechanical Manufacturing Engineering	2.0								√	√
Subject Introduction	1.0	√								
management	3.0	√			√				√	
Principles of Accounting	3.0	√			√				√	
Database Principles and Applications	3.0		√							
Microeconomics	3.0	√		√	√					

Curriculum system	credit	Graduation Requirement 1	Graduation Requirement 2	Graduation Requirement 3	Graduation Requirement 4	Graduation Requirement 5	Graduation Requirement 6	Graduation Requirement 7	Graduation Requirement 8	Graduation Requirement 9
Organizational Behavior	2.5	√		√	√					
Marketing	2.5	√	√	√	√					
macroeconomics	3.0	√		√	√					
Introduction to Digital Marketing	2.0	√	√	√	√					
statistics	2.5	√	√	√	√					
Consumer behavior	2.5	√		√	√					
Theory and Application of E-commerce	2.0	√		√	√					
Innovation management	2.5				√					√
Digital Supply Chain Management	2.5	√		√	√					
Business Etiquette and Communication	2.0			√	√			√	√	

Curriculum system	credit	Graduation Requirement 1	Graduation Requirement 2	Graduation Requirement 3	Graduation Requirement 4	Graduation Requirement 5	Graduation Requirement 6	Graduation Requirement 7	Graduation Requirement 8	Graduation Requirement 9
tion										
Marketing Planning (Case Study)	2.5	√		√	√					
Market Research	3.0	√		√	√					
Omni-channel and Sales Management	2.0	√		√	√					
Big data marketing	2.0	√		√	√					
psychology	2.0	√			√					
applied writing	2.5							√	√	√
Business ethics	2.0				√		√		√	
Service marketing	2.0			√	√			√	√	
Fundamentals of Commercial Law	2.0	√					√		√	
Enterprise Strategic Management*	3.0	√		√						
Marketing Management	2.5	√	√	√	√					

Curriculum system	credit	Graduation Requirement 1	Graduation Requirement 2	Graduation Requirement 3	Graduation Requirement 4	Graduation Requirement 5	Graduation Requirement 6	Graduation Requirement 7	Graduation Requirement 8	Graduation Requirement 9
t (Bilingual)										
International marketing	2.0	√		√	√					
New Media Operations*	2.5	√		√	√					
brand management	2.0	√		√	√					
Internet product planning*	2.5			√	√					
Non profit Organization Marketing	2.0			√	√					
Frontiers of Marketing Theory and Paper Writing	2.0	√			√	√				
Business big data	3.0		√							√
Marketing data analysis	3.0		√							√
Text Analysis and Data Mining	2.0		√							√
Social Network Analysis	2.0		√							√

[illegible]

Curriculum system	credit	Graduation Requirement 1	Graduation Requirement 2	Graduation Requirement 3	Graduation Requirement 4	Graduation Requirement 5	Graduation Requirement 6	Graduation Requirement 7	Graduation Requirement 8	Graduation Requirement 9
internship	4.0	√							√	√
Graduation Thesis (Design)	12. 0	√							√	√

Note: Supporting relationships are represented by "√" respectively.