

Undergraduate Training Program for Marketing Major

Major Code: 120202 Major Name: Marketing

Discipline: Management (12); Business Administration (1202)

Prepared by: Xiong Zhuang Reviewed by: XXX

1、 Major Introduction

This major adheres to the service orientation of "based on the aviation industry, serving regional economy" and the educational characteristics of "aviation as the foundation, combining management and engineering". It aims to cultivate well-rounded development of morality, intelligence, physical fitness, aesthetics and labor, with a profound theoretical foundation in economics and management, a systematic grasp of modern marketing theories, principles and methods, as well as practical skills in aviation passenger services and general aviation product marketing. It possesses innovative spirit and entrepreneurial consciousness, computational thinking and big data marketing tool application ability, and can engage in professional work such as market research, sales management, marketing planning, e-commerce, digital marketing, etc. in aviation passenger transport, general aviation and local economy.

The enrollment of this major began in 1991. In 2010, it was approved as a characteristic major construction point for higher education institutions in Henan Province. In 2011, it was awarded as an excellent teaching team in Henan Province. The business administration discipline was continuously selected as the seventh, eighth, and ninth batches of key disciplines in Henan Province. In 2014, it began to recruit graduate students in the field of marketing management. Since its establishment, it has produced over 3000 graduates for the aerospace industry and local economy.

2、 Training Objectives

This major aims to cultivate high-quality composite marketing application talents who have comprehensive development in morality, intelligence, physical fitness, aesthetics, and labor, adapt to the needs of aviation economy and regional economic and social development, possess modern humanistic and scientific literacy, innovative spirit and practical ability, have a good theoretical foundation in economics and management, are proficient in using computer technology and a foreign language, systematically master modern marketing theories, methods, and skills, and can engage in professional work such as investigation and analysis, data processing, organizational management, and marketing planning in enterprises, institutions, and government departments.

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

1. Capable of application. Systematically master the general knowledge of business such as management and economics, as well as the theories, methods, and skills related to marketing majors; Having a certain level of proficiency in foreign language application; Skillfully use the common functions of computers and the Internet, and skillfully use various tools of marketing management (including daily work, data statistics and analysis, information management, etc.); Have preliminary scientific research capabilities.
2. Capable of marketing management. Capable of conducting marketing organization, planning, and management work. Familiar with national policies and regulations, understanding development trends, scientifically analyzing market conditions, formulating marketing plans, organizing marketing activities, and managing marketing teams.
3. Having 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. Capable of sustainable development. 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 personal professional knowledge and skills, and establish the concept of lifelong learning.

5. Having good professional ethics. Being able to practice the core socialist values, possessing rich humanistic heritage, good ethical and professional ethics, having a high sense of social responsibility and a sense of mission towards the profession; Has strong communication and coordination skills, as well as a sense of teamwork, and can effectively complete team collaboration.

3、 Graduation requirements

1. Business knowledge

1.1 Possess general knowledge in business such as management, psychology, sociology, economics, statistics, and information technology;

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 common computer related skills and possessing the ability to speak, listen, read, and write in a foreign language;

2.2 Master the use of basic tools related to marketing (data collection, analysis, and presentation tools such as SPSS, STATA, or enterprise information management MIS, ERP, DSS, etc.)

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 basic knowledge in management, economics, psychology, sociology, information technology, as well as professional 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 fulfilling positions in 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	Application of knowledge tools	Marketing management	Innovation and Development	sustainable development	Professionalism
Business knowledge		√			√
Tool application	√				
Marketing Planning		√			√
Product sales and market research	√	√			
innovation ability			√		
Career Development				√	√
exchanges and cooperation		√			√
Humanistic literacy				√	√
scientific literacy	√	√	√		√

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

4、 Core courses

Marketing, Introduction to Digital Marketing, Consumer Behavior, Business Data Mining and Analysis, Digital Operations Management, Market Research, Marketing Planning (Case), E-commerce Theory and Application, Big Data Marketing, Retail Digital Management, New Media Operations, New Media Operations, Digital Customer Management, Service Marketing, Network Marketing, etc.

5、 Education System

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 the table below.

Table 2: Credit Composition of Curriculum System

	133.5 credits for theoretical teaching					Concentrated practical teaching (Compulsory)	second class
	108.5 credits for compulsory courses, accounting for 81.27%, and 25 credits for elective courses, accounting for 18.73%						
	General Education Course		Subject Basic Course	specialized course	Personalized courses		
	Compulsory	take as an elective course					
credit	69（9.5）	6	17.5	22	19	26.5	5
proportion	46.88%		10.94%	13.75%	11.88%	16.55%	

8、 Guiding Teaching Process Table

Teaching Progress Table of Marketing Major

Course category	group number	Course code	Course Name	curriculum	credit	total hours	Lecture hours	Experimental (practical) hours	Computer hours	Weekly study hours	start class semester
General Education Compulsory Course	No group number	GB001A	ESLI (1)	Compulsory	3.0	48	48	0	0	3	1
		YB005B	Military Theory	Compulsory	2.0	36	32	4	0	2	1
		JB005A	Fundamentals of College Computer	Compulsory	2.0	32	16	0	16	2	1
		MK00004A	Ideological and Moral Cultivation and Basic Law Education	Compulsory	3.0	54	44	10	0	3.5	1
		KB003A	Advanced Mathematics II (A)	Compulsory	3.0	48	48	0	0	4	1
		XB006A	Situation and Policy	Compulsory	2.0	56	36	20	0	0.5	1—7
		ZB002A	Introduction to Creative Thinking	Compulsory	0.5	10	10	0	0	1	1
		9500001A	Career Planning for College Students	Compulsory	1.0	16	16	0	0	2	1
		XB003B	Outline of Modern and Contemporary Chinese History	Compulsory	3.0	54	44	10	0	3.5	2
		ZB003B	Theory on Labor Education	Compulsory	2.0	32	32	0	0	2	2
		JB004B	Python Programming Design	Compulsory	3.0	48	32	0	16	2	2
		9700001A	Mental Health for College Students	Compulsory	2.0	32	32	0	0	2	2
		GB002B	ESLI (2)	Compulsory	3.0	48	48	0	0	3	2
		KB004A	Advanced Mathematics II (B)	Compulsory	5.0	80	80	0	0	5	2
		MK00001A	Basic Principles of Marxism	Compulsory	3.0	54	44	10	0	3.5	2
		GB003B	ESLI (3)	Compulsory	3.0	48	48	0	0	3	3
		KB009A	Probability Theory and Mathematical Statistics	Compulsory	3.5	56	56	0	0	4	3
		XB004B	Introduction to Mao Zedong Thought and Socialist Theoretical System with Chinese Characteristics	Compulsory	3.0	54	44	10	0	3.5	3
		LB001A	College Chinese	Compulsory	2.5	40	40	0	0	3	3
		9600001A	Basic Curriculum of College Students Innovative Undertaking	Compulsory	2.0	32	24	8	0	2	3
		XB013A	Introduction to Xi Jinping Thought with Chinese Characteristics in the New Era	Compulsory	3.0	54	44	10	0	3.5	4

Cour se cate gory	grou p num ber	Course code	Course Name	curric ulum	credit	total hours	Lectur e hours	Experi mental (practi cal) hours	Compu te r hours	Weekly study hours	start class semester
		GB004A	ESLI（4）	Compu lsory	3.0	48	48	0	0	3	4
		KB008A	Linear Algebra	Compu lsory	2.5	40	40	0	0	3	4
		ZB004A	National Security Education in Colleges	Compu lsory	1.0	16	16	0	0	2	4
		9500002 A	Employment Guidance	Compu lsory	1.0	16	16	0	0	2	6
		——	Physical Education	Compu lsory	4.0	144	144	0	0	2	1-4
		——	Aesthetic Education	Compu lsory	2.0	32	32	0	0	2	3,5
		——	The Histories of the Party, New China, the Reform and Opening-up, and Socialist Development	Compu lsory	1.0	16	16	0	0	2	1-4
Subtotals by category					69.0	1244	1130	82	32		
General elective courses	not have group number	It includes four categories: human civilization and cultural heritage, economic activities and social management, technological development and scientific spirit, growth enlightenment and general abilities, with a minimum of 6 credits required.									
Subtotals by category					6						
Subject based courses	No group number	WB001A	Introduction of Subjects	Compu lsory	1.0	16	16	0	0	1	1
		BB718A	Management	Compu lsory	3.0	48	48	0	0	3	2
		801004	Fundamental Accounting Principles	Compu lsory	3.0	48	48	0	0	3	2
		BB981B	Organizational Behavior	Compu lsory	2.0	32	32	0	0	2	3
		CB101B	Microeconomics	Compu lsory	3.0	48	48	0	0	3	3
		CB102B	Macroeconomics	Compu lsory	3.0	48	48	0	0	3	4
		CB005A	Statistics	Compu lsory	2.5	40	40	0	0	3	4
Subtotals by category					17.5	280	280	0	0		
mono polize line of business course	No group number	BB801A	Marketing	Compu lsory	2.5	40	40	0	0	3	3
		BB819A	Introduction to Digital Marketing	Compu lsory	2.0	32	32	0	0	2	3
		BB812A	Consumer Behavior	Compu lsory	2.5	40	40	0	0	3	4
		BB813B	Principle and Application of E-Commerce	Compu lsory	2.0	32	24	8	0	2	4
		BB820A	Business Data Mining and Analysis	Compu lsory	3.0	48	32	0	16	3	5
		BB821A	Digital Operation Management	Compu lsory	2.5	40	40	0	0	3	5

Course category	group number	Course code	Course Name	curriculum	credit	total hours	Lecture hours	Experimental (practical) hours	Computer hours	Weekly study hours	start class semester
		BB817A	Marketing Planning (case)	Computory	2.5	40	32	8	0	3	6
		BB816A	Market Research	Computory	3.0	48	32	16	0	3	6
		BB805A	Big Data Marketing	Computory	2.0	32	16	16	0	2	7
Subtotals by category					22	352	288	48	16		
Personalized Courses	I Professional Enhancement Course	BB437C	Business Communication	take as an elective course	1.5	24	24	0	0	2	3
		BX703A	Corporate Strategic Management	take as an elective course	2.5	40	40	0	0	3	3
		202004	Service Marketing	take as an elective course	2.0	32	32	0	0	2	4
		BX821A	Sales Etiquette	take as an elective course	2.0	32	32	0	0	2	4
		BB822A	Retail Digital Management	take as an elective course	2.5	40	40	0	0	3	4
		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	5
		BB815A	Marketing Management (Bilingual Instruction)	take as an elective course	2.5	40	40	0	0	3	5
		AB119A	Fundamentals of Business Law	take as an elective course	2.0	32	32	0	0	2	5

Course category	group number	Course code	Course Name	curriculum	credit	total hours	Lecture hours	Experimental (practical) hours	Computer hours	Weekly study hours	start class semester
				course							
		AX701A	The Base of Business Big Data	Compulsory	2.0	32	32	0	0	2	5
		BX826B	Brand Management	take as an elective course	2.0	32	32	0	0	2	6
		BB715A	Business Ethics	take as an elective course	2.0	32	32	0	0	2	6
		BX824B	Network Marketing	take as an elective course	2.0	32	24	8	0	2	6
		BB834A	Digital Customer Management	take as an elective course	2.0	32	32	0	0	2	6
		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 12 credits must be taken in this group)			31.5	504	488	8	8		
	II Professional Expansion Course	LX021B	Speech and Eloquence	take as an elective course	2.0	32	32	0	0	2	3
		NB026A	Advertising Creative	take as an elective course	2.0	32	32	0	0	2	3
		BX930A	Psychology	take as an elective course	2.0	32	32	0	0	2	3
		LB201A	Sociology	take as an elective course	2.5	40	40	0	0	3	3

Course category	group number	Course code	Course Name	curriculum	credit	total hours	Lecture hours	Experimental (practical) hours	Computer hours	Weekly study hours	start class semester
		202005	Public Relations	take as an elective course	2.0	32	32	0	0	2	3
		DX223A	Information Retrieval	take as an elective course	2.0	32	20	0	12	2	4
		BX532A	Communication and Writing	take as an elective course	1.0	16	16	0	0	2	4
		BB825A	Marketing Theory and Practice in General Aviation	take as an elective course	2.5	40	40	0	0	3	5
		BX832A	Psychology of Decision Making	take as an elective course	1.0	16	16	0	0	2	5
		EB711B	Human Factors Engineering	take as an elective course	2.0	32	28	4	0	2	5
		BB122A	Frustration Tolerance Education	take as an elective course	1.5	24	24	0	0	2	5
		GX003A	Business English	take as an elective course	2.0	32	32	0	0	2	5
		JX213B	Web Page Design and Making	take as an elective course	3.0	48	32	0	16	3	5
		BX719A	Methodology of Social Science	take as an elective course	2.0	32	32	0	0	2	6
		BB826A	Internet Product Planning	take as an	2.5	40	32	0	8	3	6

Course category	group number	Course code	Course Name	curriculum	credit	total hours	Lecture hours	Experimental (practical) hours	Computer hours	Weekly study hours	start class semester
				elective course							
		BX851A	Team Management	take as an elective course	2.0	32	32	0	0	2	6
		BX710A	Innovation Management	take as an elective course	2.5	40	40	0	0	3	6
		BB827A	Cross Border E-Commerce	take as an elective course	2.0	32	32	0	0	2	7
		BX827A	Marketing of NPO	take as an elective course	2.0	32	32	0	0	2	7
		BB828A	Social Network Analysis	take as an elective course	2.0	32	32	0	0	2	7
		Subtitle of the group (at least 5 credits must be taken in this group)			40.5	648	608	4	36		
	III Aviation Featured Course	PB001B	Introduction to Civil Aviation	take as an elective course	2.0	32	32	0	0	2	2
		OB001B	Aviation Conspectus	take as an elective course	2.0	32	32	0	0	2	2
		HX070A	Legal Channel of Flying Around the World	take as an elective course	2.0	32	32	0	0	2	4
		BX714A	Aviation Corporate Culture	take as an elective course	2.5	40	40	0	0	3	4
		OX039A	Aeronautical Model Design and Making	take as an	2.0	32	8	24	0	2	5

Course category	group number	Course code	Course Name	curriculum	credit	total hours	Lecture hours	Experimental (practical) hours	Computer hours	Weekly study hours	start class semester
				elective course							
		FX102B	Mechanical Graphing II	take as an elective course	3.0	48	48	0	0	3	5
		Subtitle of the group (at least 2 credits must be taken in this group)			13.5	216	192	24	0		
Subtotals by category					84.0	1344	1256	36	52		
Concentrated practical teaching segment	No group number	YS001A	Military Training	practice	2.0	+2	0	0	0		1
		ZS006A	Practice on Labor Education	practice	0.5	+1	0	0	0		2-7
		BS513B	Cognitive Practice	practice	1.0	+1	0	0	0		2
		9600901B	Engineering Training B	practice	2.0	+2	0	0	0		3
		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	practice	1.0	+1	0	0	0		7
		AS811A	Professional Practice	practice	4.0	+4	0	0	0		8
		ZS003A	Innovation and Entrepreneurship Practice	practice	2.0	+2	0	0	0		8
		AS886B	Graduation Thesis (Design)	practice	12.0	+12	0	0	0		8
Subtotals by category					26.5	+27	0	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. Requirements for taking the course of "Innovation and Entrepreneurship Practice"

The credits for "Innovation and Entrepreneurship Practice" are recognized according to the "Measures for the Recognition and Alternative Management of Undergraduate Innovation and Entrepreneurship Credits at Zhengzhou University of Aeronautical Industry Management" (Jiao [2020] No. 78).

3. Personalized course requirements

(1) Module I requires at least 12 elective credits, and courses marked with an asterisk (*) are recommended;

(2) Module II requires at least 5 elective credits, please choose carefully based on personal interests;

(3) Module III requires at least 2 elective credits.

4. 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)".

5. Sports specialties

At least 4 credits must be taken for sports majors, with 1 credit required for each of the 1-4 semesters.

6. 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.

7. 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	
		1.1	1.2	2.1	2.2	3.1	3.2	4.1	4.2	5.1	5.2	6.1	6.2	7.1	7.2	8.1	8.2	9.1	9.2
College English I (1)	3.0			√										√					
Military Doctrine	2.0															√	√		
Fundamentals of Computers	2.0			√															
Ideology, Morality, and Rule of Law	3.0	√										√				√			
Advanced Mathematics II (1)	3.0			√															
Situation and Policy	2.0																√	√	
Introduction to Creative Thinking	0.5									√		√	√						

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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	
		1.1	1.2	2.1	2.2	3.1	3.2	4.1	4.2	5.1	5.2	6.1	6.2	7.1	7.2	8.1	8.2	9.1	9.2
Advanced Mathematics II (2)	5.0			√										√					
Basic Principles of Marxism	3.0			√															
College English I (3)	3.0											√							
Probability theory and mathematical statistics	3.5			√										√					
Introduction to Mao Zedong Thought and the Theoretical System of Socialism with Chinese Characteristics	3.0											√							

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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	
		1.1	1.2	2.1	2.2	3.1	3.2	4.1	4.2	5.1	5.2	6.1	6.2	7.1	7.2	8.1	8.2	9.1	9.2
Education Institutions																			
employment guidance	1.0									√	√								
Subject Introduction	1.0	√																√	
management	3.0	√										√				√		√	
Principles of Accounting	3.0	√																	
Organizational Behavior	2.0	√				√		√	√										
Microeconomics	3.0	√	√													√			
macroeconomics	3.0	√	√													√			
statistics	2.5	√			√														√
Marketing	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	
		1.1	1.2	2.1	2.2	3.1	3.2	4.1	4.2	5.1	5.2	6.1	6.2	7.1	7.2	8.1	8.2	9.1	9.2
Introduction to Digital Marketing	2.0		√		√	√	√	√	√	√			√			√			
Consumer behaviour	2.5			√									√						
Theory and Application of E-commerce	3.0		√						√										√
Business Data Mining and Analysis	2.0		√					√				√		√	√				
Digital Operations Management	2.5		√			√						√		√		√			
Marketing Planning	2.5		√		√				√			√	√	√	√				√

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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	
		1.1	1.2	2.1	2.2	3.1	3.2	4.1	4.2	5.1	5.2	6.1	6.2	7.1	7.2	8.1	8.2	9.1	9.2
New Media Operations	2.5		√	√										√					
Marketing Management (Bilingual)	2.5											√						√	
Fundamentals of Commercial Law	2.0	√		√	√								√					√	√
Fundamentals of Business Big Data	2.0											√							
brand management	2.0												√						
Business ethics	2.0												√						
Network Marketing	2.0											√	√	√					
Digital Customer	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	
		1.1	1.2	2.1	2.2	3.1	3.2	4.1	4.2	5.1	5.2	6.1	6.2	7.1	7.2	8.1	8.2	9.1	9.2
Management																			
Frontiers of Marketing Theory and Paper Writing	2.0		√		√							√	√				√		
speech and eloquence	2.0		√											√		√			
Advertising Creativity	2.0		√		√									√		√			
psychology	2.0													√					
sociology	2.5					√										√			
Public Relationship	2.0	√				√		√	√							√			
information retrieval	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	
		1.1	1.2	2.1	2.2	3.1	3.2	4.1	4.2	5.1	5.2	6.1	6.2	7.1	7.2	8.1	8.2	9.1	9.2
Communication and Writing	1.0		√			√						√							
Theory and Practice of General Aviation Marketing	2.5			√					√			√	√						√
decision psychology	1.0													√					
Human factors engineering	2.0		√												√	√		√	
Frustration education	1.5												√						
business English	2.0							√									√		
Flash	3.0			√															
The Methodo	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	
		1.1	1.2	2.1	2.2	3.1	3.2	4.1	4.2	5.1	5.2	6.1	6.2	7.1	7.2	8.1	8.2	9.1	9.2
Practice of Labor Education for College Students	0.5																		
Cognition Practice	1.0																		
Engineering Training B	2.0	√	√																
Marketing Comprehensive Experiment	1.0																		
market research	1.0		√		√					√				√	√			√	
VBSE Cross disciplinary Comprehensive Training	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	
		1.1	1.2	2.1	2.2	3.1	3.2	4.1	4.2	5.1	5.2	6.1	6.2	7.1	7.2	8.1	8.2	9.1	9.2
Professional Internship	4.0	√			√													√	√
Innovation and Entrepreneurship Practice	2.0		√					√	√				√	√	√		√		
Graduation Thesis (Design)	12.0										√				√				

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