

Undergraduate Training Program for Marketing Major

Major Code: 120202 Major Name: Marketing

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

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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, consumer behavior, market research, marketing planning, e-commerce theory and application, retail marketing, sales management, marketing data analysis, big data marketing, service marketing, online marketing, 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 163+5 (extracurricular) credits within the designated time frame set by the school, totaling 168 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

	134.5 credits for theoretical teaching							Concentrated practical teaching (Compulsory)	second class
	Compulsory courses have 104.5 credits, accounting for 77.70%, while elective courses have 30 credits, accounting for 22.30%								
	General Education Course				Subject Basic Course	specialized course	Personalized courses		
	Compulsory	take as an elective course	Art Education Special Project	Four History Special Project					
credit	65（7.5）	4	2	1	17.5	22（5）	23	28.5	5
proportion	44.17%				10.74%	13.50%	14.11%	17.48%	

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、 Teaching Progress 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	ESL I A	Computers	3.0	48	48	0	0		1
		YB005B	Military Theory	Computers	2.0	36	32	4	0		1
		JB005A	Computer Application Foundation	Computers	2.0	32	16	0	16		1
		MK00004A	Ideological and Moral Cultivation and Basic Law Education	Computers	3.0	54	44	10	0	3.5	1
		KB003A	Calculus II A	Computers	3.0	48	48	0	0		1
		9700001A	Mental Health for College Students	Computers	2.0	32	32	0	0	2	2
		ZB005A	Career Planning	Computers	1.0	16	16	0	0		1
		——	Special Sport	Computers	4.0			0	0		1-4
		XB006A	Situation and Policy	Computers	2.0	56	36	20	0		1—7
		ZB002A	Introduction to Critical Thinking and Innovative Thinking	Computers	0.5	10	10	0	0		1
		XB003B	Outline of Modern and Contemporary Chinese History	Computers	3.0	54	44	10	0		2
		ZB003B	Theory on Labor Education	Computers	2.0	32	32	0	0		2
		JB004B	Python Programming Design	Computers	3.0	48	32	0	16		2
		GB002B	ESL I B	Computers	3.0	48	48	0	0		2
		KB004A	Calculus II B	Computers	5.0	80	80	0	0		2
		MK00001A	Basic Principles of Marxism	Computers	3.0	54	44	10	0	3.5	2
		GB003B	ESL I C	Computers	3.0	48	48	0	0		3
		XB004B	Introduction to Mao Zedong Thought and the Theoretical System of Socialism with Chinese Characteristics	Computers	5.0	90	64	26	0		3
		KB009A	Probability Theory and Mathematical Statistics	Computers	3.5	56	56	0	0		3
		LB001A	College Chinese	Computers	2.5	40	40	0	0		3
		9600001A	Basic Curriculum of College Students Innovative Undertaking	Computers	2.0	32	24	8	0	2	3

Cour se cater gory	grou p num ber	Course code	Course Name	curric ulum	credit	total hours	Lectur e hours	Experim ental (practi cal) hours	Com pute r hours	Weekly study hours	start class semester
		ZB004A	National Security Education in Colleges	Compu lsory	1.0	16	16	0	0		4
		GB004A	ESL I D	Compu lsory	3.0	48	48	0	0		4
		KB008A	Linear Algebra	Compu lsory	2.5	40	40	0	0		4
		ZB005B	Employment Guidance	Compu lsory	1.0	16	16	0	0		6
		——	Aesthetic Education	Compu lsory	2.0	32	32	0	0	2	1-8
		——	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					68.0	1082	962	88	32		
Gene ral electi ve cours es	not have grou p name	It includes four major 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 4 credits required.									
Subtotals by category					7.0						
Subje ct based cours es	No grou p numb er	WB001A	Introduction of Subjects	Compu lsory	1.0	16	16	0	0		1
		BB718A	Management	Compu lsory	3.0	48	48	0	0		2
		800104	Fundamental Accounting Principles	Compu lsory	3.0	48	48	0	0		2
		BB981B	Organizational Behavior	Compu lsory	2.0	32	32	0	0		3
		CB101B	Microeconomics	Compu lsory	3.0	48	48	0	0		3
		CB102B	Macroeconomics	Compu lsory	3.0	48	48	0	0		4
		CB005A	Statistics	Compu lsory	2.5	40	40	0	0		4
Subtotals by category					17.5	280	280	0	0		
mono poliz e line of busin ess cours e	No grou p numb er	BB801A	Marketing	Compu lsory	2.5	40	40	0	0		3
		BB812A	Consumer Behavior	Compu lsory	2.5	40	40	0	0		3
		BB813B	Principle and Application of E-Commerce	Compu lsory	3.0	48	32	16	0		4
		BB829A	Marketing Data Analysis	Compu lsory	2.0	32	16	0	16		4
		BB802B	Sales Management (Case)	Compu lsory	3.0	48	40	8	0		5
		AX701A	The Base of Business Big Data	Compu lsory	2.0	32	32	0	0		5
		BB817A	Marketing Planning (Case Study)	Compu	2.5	40	32	8	0		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
				Isory							
		BB816A	Market Research	Computory	3.0	48	32	16	0		6
		BB805A	Big Data Marketing	Computory	2.0	32	16	16	0		7
Subtotals by category					22.0	352	272	64	16		
Personalized courses	I Professional Enhancement Courses	BB437C	Business Communication	take as an elective course	1.5	24	24	0	0		3
		AB003A	Financial Management	take as an elective course	3.0	48	48	0	0		3
		BX910B	Human Resources Management	take as an elective course	2.5	40	40	0	0		4
		TX000003	Management Information System	take as an elective course	2.0	32	32	0	0		4
		BX821A	Sales Etiquette	take as an elective course	2.0	32	32	0	0		4
		BX804A	Retail Marketing	take as an elective course	2.5	40	40	0	0		5
		BX825B	International Marketing	take as an elective course	2.0	32	32	0	0		5
		BX830B	Marketing Data Analysis	take as an elective course	2.0	32	16	0	16		5
		BB815A	Marketing Management (Bilingual Instruction)	take as an elective course	2.5	40	40	0	0		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
		AB119A	Fundamentals of Business Law	take as an elective course	2.0	32	32	0	0		5
		BB715A	Business Ethics	take as an elective course	2.0	32	32	0	0		5
		AX314A	Operations Research	take as an elective course	2.5	40	40	0	0		5
		BX712A	Corporate Governance	take as an elective course	2.5	40	32	8	0		6
		AX313A	Operation Management	take as an elective course	2.5	40	40	0	0		6
		BX826B	Brand Management	take as an elective course	2.0	32	32	0	0		6
		BX824B	Network Marketing	take as an elective course	2.0	32	24	8	0		6
		200204	Service Marketing	take as an elective course	2.0	32	32	0	0		6
		BB882A	Customer Relationship Management	take as an elective course	2.0	32	32	0	0		6
		Subtitle of the group (at least 16 credits must be taken in this group)			39.5	632	600	16	16		
	II Professional	LX021B	Speech and Eloquence	take as an elective	2.0	32	32	0	0		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
	Expansion Course			course							
		NB026A	Advertising Creative	take as an elective course	2.0	32	32	0	0		3
		BX930A	Psychology	take as an elective course	2.0	32	32	0	0		3
		LB201A	Sociology	take as an elective course	2.5	40	40	0	0		3
		200205	Public Relations	take as an elective course	2.0	32	32	0	0		3
		DX223A	Information Retrieval	take as an elective course	2.0	32	20	0	12		4
		BX532A	Communication and Writing	take as an elective course	1.0	16	16	0	0		4
		LX027A	Editing Basic of New media	take as an elective course	2.0	32	32	0	0		4
		BX832A	Psychology of Decision Making	take as an elective course	1.0	16	16	0	0		5
		EB711B	Human Factors Engineering	take as an elective course	2.0	32	28	4	0		5
		BB122A	Frustration Tolerance Education	take as an elective course	1.5	24	24	0	0		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							
		GX003A	Business English	take as an elective course	2.0	32	32	0	0		5
		JX213B	Web Page Design and Making	take as an elective course	3.0	48	32	0	16		5
		BX719A	Methodology of Social Science	take as an elective course	2.0	32	32	0	0		6
		JX113A	Website Designing I	take as an elective course	3.0	48	32	0	16		6
		BX851A	Team Management	take as an elective course	2.0	32	32	0	0		6
		BX710A	Innovation Management	take as an elective course	2.5	40	40	0	0		6
		EX512A	Virtual Reality Technology	take as an elective course	2.0	32	0	32	0		7
		CX027A	Statistical Analysis Software and Application	take as an elective course	3.0	48	32	0	16		7
		BX703A	Corporate Strategic Management	take as an elective course	2.5	40	40	0	0		7
		BX827A	Marketing of NPO	take as an elective course	2.0	32	32	0	0		7
		BX833A	Neuromarketing	take as	1.0	16	16	0	0		7

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
				an elective course							
		AX616A	The Frontier of Marketing Theory and Thesis Writing	take as an elective course	2.0	32	32	0	0		7
		Subtitle of the group (at least 5 credits must be taken in this group)				47.0	752	656	36	60	
	III Aviation Featured Course	PB001B	Introduction to Civil Aviation	take as an elective course	2.0	32	32	0	0		2
		OB001B	Aviation Conspectus	take as an elective course	2.0	32	32	0	0		2
		HX070A	Legal Channel of Flying Around the World	take as an elective course	2.0	32	32	0	0		4
		BX714A	Aviation Corporate Culture	take as an elective course	2.5	40	40	0	0		4
		OX039A	Aeronautical Model Design and Making	take as an elective course	2.0	32	8	24	0		5
		FX102B	Mechanical Graphing II	take as an elective course	3.0	48	48	0	0		5
		Subtitle of the group (at least 2 credits must be taken in this group)				13.5	216	192	24	0	
	Subtotals by category										
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

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
nt		BS806A	Comprehensive Experiment of Marketing	practice	1.0	+1	0	0	0		4
		BS805B	Marketing Professional Practice (Market Survey)	practice	1.0	+1	0	0	0		5
		BS718A	Enterprises Operation Comprehensive Training	practice	1.0	+1	0	0	0		6
		AS811A	Professional Practice	practice	4.0	+4	0	0	0		7
		ZS003A	Innovation and Entrepreneurship Practice	practice	2.0	+2	0	0	0		8
		AS886B	Graduation Thesis (Design)	practice	12.0	+12	0	0	0		3—8
Subtotals by category					28.5	+29	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 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 16 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

Study of Four Histories. At least one credit must be taken for the study of 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, and completed in the first and second year of college.

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

[illegible]

[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
College Students																			
Python Programming	3.0			√															
College English I (2)	3.0			√										√					
Advanced Mathematics II (2)	5.0			√															
Basic Principle of Marxism	3.0											√							
College English I (3)	3.0			√										√					
Introduction to Mao Zedong Thought and the Theoretical	5.0											√							

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
System of Socialism with Chinese Characteristics																			
Probability theory and mathematical statistics	3.5	√																	
College Chinese	2.5													√		√			
Fundamentals of Entrepreneurship for College Students	2.0									√	√								
National Security Education in Higher	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
Education Institutions																			
College English I (4)	3.0			√										√					
linear algebra	2.5			√															
employment guidance	1.0									√	√								
Subject Introduction	1.0	√																√	
management	3.0	√										√				√		√	
Principles of Accounting	3.0	√																	
Organizational Behavior	2.0	√				√		√	√										
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	
		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
macroeconomics	3.0	√	√													√			
statistics	2.5	√			√														√
Marketing	2.5		√		√	√		√		√	√		√						
Consumer behaviour	2.5		√		√	√	√	√	√	√			√			√			
Theory and Application of E-commerce	2.0			√									√						
Marketing Data Analysis I	2.0		√						√										√
sales management	2.0		√					√				√		√	√				
Marketing Planning	2.0		√			√						√		√		√			
Market Research	3.0		√		√				√			√	√	√	√				√

[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
Marketing Management (Bilingual)	2.5		√	√										√					
Fundamentals of Commercial Law	2.0											√						√	
Fundamentals of Business Big Data*	2.0	√		√	√								√					√	√
Business ethics	2.0											√							
Enterprise Operations Research	2.5												√						
corporate governance	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
Operation management	2.5											√	√	√					
brand management	2.0		√			√		√	√							√			
Online Marketing*	2.0		√		√							√	√				√		
Service marketing	2.0		√											√		√			
customer relationship management	2.0		√		√									√		√			
speech and eloquence	2.0													√					
Advertising Creativity	2.0					√										√			

[illegible]

[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
analysis software and applications																			
Enterprise Strategic Management	2.5		√									√	√						
Nonprofit Organization Marketing	2.0											√	√			√			
neuromarketing	1.0		√										√					√	
Frontiers of Marketing Theory and Paper Writing	2.0		√	√	√									√				√	√
military training	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
Training																			
Professional Internship	4.0		√					√	√				√	√	√		√		
Innovation and Entrepreneurship Practice	2.0										√				√				
Graduation Thesis (Design)	12.0		√		√				√					√				√	√

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