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Research on the Path Design of Integrating Curriculum Ideology and Politics into Marketing Curriculum Construction in the New Era

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Abstract: The paper primarily analyzes the integration of curriculum ideology and politics into marketing curriculum in the new era, focusing on curriculum design, teaching strategies, and practical applications to cultivate well-rounded professionals with ethical and social responsibility. It discusses the implementation of ideology and politics principles in various marketing courses, challenges such as balancing professional and ideological education, student engagement, and assessment methods, alongside future plans for deeper integration and cooperation with industry practices.

Keywords: Ideology and Politics Education; Marketing; Curriculum Design; Ethical Responsibility.

1. Introduction

In the discipline of Marketing, pursuant to the "Guidelines for the Construction of Ideological and Political Education in Courses at Higher Education Institutions," and integrating the realities of the profession with the characteristics, orientation, and objectives of vocational undergraduate education, a steadfast commitment to the correct political direction is maintained throughout the development of ideological and political education within courses. This commitment underpins efforts to continuously strengthen and enhance the ideological and political work embedded in the curriculum, thereby contributing to the Party's mission of nurturing individuals and the country's goal of cultivating talents. Adhering to the fundamental principles of education and responding to the call for course-based ideological and political education, the discipline has initiated ideological and political construction tasks within a variety of courses. These include foundational, core, and corporate collaboration courses such as "Marketing," "Marketing Planning," "Fundamentals of Management," "Theory and Practice of Digital Advertising," "Market Research and Forecasting," "Practical Internet Marketing," "Starbucks Corporate Collaboration Elective," and "Live Stream Marketing."

The talent cultivation scheme within this discipline integrates ideological and political themes such as patriotic education and the cultivation of national consciousness, the promotion of traditional culture and commercial heritage, the dissemination of the contemporary Chinese entrepreneurial spirit, the fostering of professional ethics and craftsmanship, and the sharing of relevant national policies and strategies. Ideological and political work is interwoven throughout the educational and teaching process, establishing a synergistic pattern of education where various courses and ideological and political education courses advance in parallel, and professional education and ideological and political education are organically integrated.

2. Implementation of Civics in the Main Courses of the Profession

2.1. Report on the Implementation of the Civic Policy of the Professional Basic Course - "Fundamentals of Management" Course

Management studies have developed around the human quest to rationally allocate resources to effectively achieve goals. It is extremely important for organizations and individuals to acquire knowledge of management and improve their management skills. Improving effectiveness is one of the most important means of enhancing well-being, and this course is designed and implemented around "three guides and one dissemination".

1. Guiding students to develop a concept of validity

In the first lecture, "Overview of Management," students are guided to develop the concept of effectiveness, which emphasizes both efficiency and effectiveness, through the study of the theory of "management effectiveness" and its application, and are trained to develop a mindset that ensures that the right things are done. In the subsequent study of "planning" and so on, through the analysis of the importance of "goals" and "plans", students are constantly reinforced to form a "priority first" management mindset, emphasizing the importance of the "priority first" management mindset and the importance of the "priority first" management mindset. By analyzing the importance of "goals" and "plans," students are constantly reinforced to develop a "first things first" management mindset, emphasizing the importance of time management, and are provided with tools to guide them to acquire time management skills.

2. Guiding students to establish correct values

In the study of management concepts, decision-making, planning and motivation, the importance of goals (objectives) is emphasized, and what kind of goals are set depends on a person's values. This emphasis is repeated in the hope that students will recognize the "reality" of values, i.e., that values have a real and significant impact on a person's development, and that they will establish the right values.

3. Guiding students to improve their comprehensive

quality in various aspects

In the study of managerial qualities, general management theory, leadership trait theory, etc., students are guided to realize what kind of comprehensive qualities an effective manager should have, and it is hoped that students can consciously start from certain aspects to improve their comprehensive qualities and cultivate their influence. In view of the reality that the physical quality of college students in China has been declining for many years, special emphasis is placed on physical quality, and it is hoped that students can strengthen their physical exercise.

In the study of management concepts, decision-making, planning, etc., it is consciously emphasized and inspired that students should develop diversity, creative thinking, problem thinking, etc.

2.2. Report on the Implementation of the Civic Policy of the Professional Basic Course - "Marketing"

1. Implementation path

This course promotes the concept of sustainable marketing with a social responsibility orientation. The course is divided into four modules, each of which follows a theme, including Module 1 - Marketing Ethics and Morality, which aims to guide students to understand the importance of marketing ethics and morality, and their impact on business and society. Ethical issues that may be involved in marketing activities such as fraud, false advertising and unfair competition are explored and their impact on consumers, competitors and society is analyzed. Emphasizes that companies should uphold the principles of integrity, fairness and social responsibility in marketing, and develops students' moral judgment and professional ethics; Module II - Sustainable Development and Green Marketing aims to introduce the concepts and principles of sustainable development and its application in marketing. It explores the concepts and strategies of green marketing, including the promotion of environmentally friendly products, the effective utilization of resources and the reduction of negative impacts on the environment. Analyze the challenges faced by enterprises in practicing green marketing and discuss how to balance the relationship between economic benefits and environmental protection; Module 3 - Consumer Rights Protection and Social Welfare aims to guide students to understand the importance of consumer rights protection and introduce relevant laws, regulations and organizations. It discusses how enterprises can promote the protection of consumer rights and interests through marketing activities, such as product quality assurance and information disclosure on consumer rights and interests. It emphasizes that enterprises should pay attention to social welfare in marketing and actively participate in charitable donations and social welfare activities, etc., so as to cultivate students' sense of social responsibility and civic awareness; Module 4-International Marketing and Intercultural Communication aims at exploring the characteristics and challenges of international marketing, including cultural differences, language barriers and differences in laws and regulations. Students are guided to learn cross-cultural communication skills and understand consumer behavior and market needs in different cultural contexts. Emphasizes that companies should respect and integrate local cultures and focus on social responsibility and sustainable development in international markets.

2. Implementation highlights

1) Case Studies and Ethical Discussions: Students are guided to analyze and explore moral and ethical challenges in marketing through real-life cases and ethical issues in the industry. Students are encouraged to propose solutions and debate and evaluate different viewpoints;

2) Advocating social responsibility: emphasizing the social responsibility of enterprises in marketing, including consumer rights protection, environmental protection and social welfare. Students are guided to think about how enterprises can fulfill their social responsibilities in practice and develop their social awareness and civic literacy;

3) School-enterprise cooperation and practical projects: Establishing cooperative relationships with enterprises and organizing students to participate in actual marketing projects. Students can cooperate with enterprises to solve practical problems while focusing on social responsibility and sustainable development factors. Such practical projects can enhance students' practical ability and sense of social responsibility;

4) Creative thinking development: students are encouraged to use creative thinking in marketing and come up with innovative solutions that are ethical and socially responsible. By inspiring students' creativity and innovation, it develops their unique insights and thinking skills in the field of marketing;

5) Intercultural Communication and International Perspective: To guide students to understand the cultural differences in international marketing and the importance of intercultural communication. Through case studies and cross-cultural communication activities, students will develop an international perspective and cross-cultural communication skills to adapt to the marketing environment in the context of globalization;

6) Independent Learning and Thinking: Students are encouraged to engage in independent learning and thinking, and relevant literature, cases and resources are provided for in-depth study. Through students' independent learning and exploration, they develop their information acquisition, critical thinking and problem solving skills.

7) Social Research and Visiting Practice: Students are organized to conduct market research and social survey to understand the impact and feedback of marketing on society. At the same time, visit practice activities are organized to let students experience first-hand the moral and ethical issues in marketing practice.

3. Problems in the implementation of curriculum Civics

(1) Teaching content balance: integrating civic education into marketing courses requires a balance between specialized knowledge and Balance between ideological and political education;

(2) Students' interest and identification: marketing courses are usually based on actual cases and market phenomena, while abstract concepts such as ethics and morality involved in Civic Education may be more abstract and abstract for students.

(3) The choice of assessment methods: the assessment of Civic Education usually focuses more on the cultivation of students' ideological character and values, while the assessment of marketing courses may be more inclined to the assessment of knowledge and skills.

(4) Teachers' self-refinement: for teachers who teach marketing, they need to enhance their theoretical and practical abilities in Civic Education to ensure that Civic Education can be effectively integrated into the curriculum.

(5) Social practice environment: Civic education emphasizes the connection to social practice and real issues, but there may be some complex ethical and moral challenges in the field of marketing, such as advertising fraud and information security.

4. Curriculum Civics Next Steps Work Plan

1) Ensure that the Civics content is deeply integrated into the course content, and at the same time, ensure that the professional knowledge is explained in depth so as not to affect the students' learning and mastery of the marketing profession;

2) Attention needs to be paid to the connection with marketing practice in the design of Civics content to stimulate students' interest and identification so that they can actively participate and think;

3) When choosing assessment methods, it is necessary to take into account the balance between professional competence and civic and political literacy to ensure that the assessment methods can fully reflect the learning outcomes of students;

4) Provide appropriate training and resource support for teachers to equip them to handle the integration of marketing and civic education;

5) In implementing curriculum Civics, it is necessary to establish close cooperation with the society and industry to provide practical opportunities and cases to ensure that students are able to directly face and cope with real-life situations.

2.3. Report on the Implementation of the Professional Core Course - "Internet Marketing Practice" Course Civic and Political Implementation

The teaching of the course "network marketing practice" is centered on the deep excavation of the traditional Chinese cultural essence of "diligence", "faith" and other elements of the ideological and political, and penetrate it into the teaching process of professional courses to achieve the effect of silently educating people. In order to achieve the effect of silently educating people. The Guideline for the Construction of Higher School Civics and Politics Courses issued by the Ministry of Education on May 28, 2020 explicitly requires that "the teaching content of professional courses should be sorted out in depth, and combined with the characteristics, methods of thinking and values of different courses, the elements of Civics and Politics of the courses should be excavated in depth and organically integrated into the teaching of the courses, so as to achieve the effect of educating people in a silent manner.

1. Reconstructing the macro-design of the Internet marketing course with the culture of "diligence" and "faith"

The Internet marketing course aims at cultivating students' ability to carry out marketing using the Internet, and teaches students many methods and skills of Internet marketing. Civic education enables students to form good value identity, working ability and behavioral habits, so that they can benefit for life. Good professional action ability needs good professional cultural literacy to support, in the field of network marketing, diligence and trust are the most important Civic and Political literacy.

The course tries to teach students how to do a better job in network marketing through the inculcation of the concept of "diligence" culture. As shown in the figure below, the teaching design of the Internet marketing course is to improve students' professionalism through the infiltration of the concept of "hard work" culture, and then improve students' professional action ability in Internet marketing, so that they can better accomplish the marketing tasks in the workplace. The core competencies in network marketing: communicating with customers, searching for orders, carrying out customer service, and starting an online business all need to be improved through hard work.

The course tries to teach students to operate with integrity through the inculcation of integrity culture. The arrival of the Internet era has made network marketing become an important marketing tool for business development, but along with its rapid development process, many questions arise, especially the lack of credit phenomenon has become more and more obvious. Integrity issues have become a network marketing development across the road can not be ignored. To continue to successfully carry out network marketing, integrity management is particularly important. Course teaching emphasizes the importance of integrity in communicating with customers, looking for orders, online store and other network marketing activities. Teaching will increase the content of integrity management. For example, the teaching of Taobao store rules, integrity index, customer reviews and other content.

2. Teaching the culture of diligence through some famous quotes and self-made proverbs of the culture of diligence

In this way, students are guided and led to have upward value orientation and good working and living styles, so as to achieve the purpose of Civic and Political Education. Civic politics is not a kind of tangible knowledge inculcation, but injecting some noble virtues into the students' ideological concepts. In education, what makes people move, feel and remember for life is often a detail that triggers the memory of the mind.

3. Higher vocational education emphasizes the integration of engineering and learning by doing, with the aim of enabling students to learn how to do it

The ideological education, on the other hand, teaches students how to do better through the dissemination of cultural concepts. Take the online store project as an example to take a three-part teaching method: the first step is to introduce the knowledge, so that students understand the characteristics, advantages, and basic processes of online store; the second step is to teach students how to operate and manage the online store: including decorating the store, purchasing goods, online store promotion, customer service, and other basic methods and basic skills; the third step is to teach students how to do it better: i.e., by fully penetrating the connotations of Civic and Political Education (diligence, faith) into the teaching of professional course contents. penetrate into the teaching of professional course content. For example, product information should be fully detailed in online store operation, goods on the shelves should be updated diligently, online customer service staff should be diligent reception patience and friendliness, dealing with customer complaints and suggestions should be communicated diligently, and honesty in business will have a sustained and better results, and so on.

2.4. Implementation of Civics and Political Science in Professional Core Courses- "Marketing Planning" Course

1. Overall implementation thrust

Marketing Planning" course is a professional course

focusing on the cultivation of students' creativity, innovation and entrepreneurial ability, how to integrate the course ideology into the teaching system of "Marketing Planning", and carry out multi-faceted ideological and political education for students is an important topic for college teachers to seriously study. As a teacher, we should explore the ideological and political education elements contained in the course and the ideological and political education functions carried by the course, organically integrate the ideological and political elements such as socialist core values, family and national sentiment, social responsibility, and the "four self-confidence" with the professional course, play the role of the main channel of classroom teaching, and let students understand the excellent traditional Chinese culture through the cases of Chinese local enterprise planning. Through the cases of Chinese local enterprise planning, students can understand the excellent traditional Chinese culture and the spirit of the times of reform and innovation, cultivate the students' awareness of the rule of law and sense of social responsibility, and deliver marketing planning professionals with good moral qualities to the country.

2. Curriculum implementation pathway

Through this course, students will be able to understand the relevant theories in marketing planning and build up national self-confidence in relation to the creative development of marketing planning in Chinese enterprises.

Through the study of this course, students can master the knowledge of marketing element planning, and can improve the ability of enterprise product launch planning, brand planning, distribution channel planning, advertising planning, public relations planning and business promotion activity planning under the guidance of correct values. Through the study of this course, students are able to understand the market environment, develop marketing planning programs in accordance with the appropriate timing, and be able to flexibly use modern marketing planning related knowledge to solve the problems of enterprises, with the ability to find problems, analyze problems and solve problems.

3. Problems

At present, there exists a large number of teaching tasks for college teachers, and the radiation-driven effect on the construction of course ideology and politics has to be developed. How to realize the formation of a normalized collective lesson planning system, teaching incentive system, and to change the discourse of teaching materials into teaching discourse, and to enhance the attractiveness and infectiousness of teaching is an urgent problem that needs to be solved at present.

4. Next steps

1) Define the main responsibility and play a leading synergistic role in building teaching teams. To the work of moral education, as the central task of the work of colleges and universities, do a good job of curriculum planning, the course of thought into the annual key work to be promoted;

2) Improve teaching evaluation and establish an incentive mechanism oriented to teaching effectiveness. Efforts will be made to bring into play the pulling and driving effect of Marxist theory on the ideology and politics courses, and to guide teachers to focus on the innovation and development of the discipline of Marxist theory. Enhance the evaluation weight of teaching and educating people.

2.5. Professional Core Courses - "Market Research and Forecasting" Course Civics Implementation

1. Overall implementation thrust

The course as a whole is based on the purpose of truth-seeking and seeking truth from facts, taking the Party's trend of research as the background of the times, emphasizing that the study of market research and forecasting must set up the concept of practicality, conscientiousness, hard-working and respect for the facts. Throughout the course, this ideological concept is carried out from beginning to end, and the concept is put into practice through project training.

2. Implementation highlights

The following highlights have been developed in the class design, taking into account the characteristics of the course:

1) Summarized and distilled the historical facts about the importance of research work by successive leaders of the Party and the State (a video has been designed and produced), so that students can recognize the relationship between the basic working methods of the Party and the curriculum;

2) analyzed the development of market research work in China, so that students understand the development of China's market economy and the development of enterprises in the process of the formation of market research work system with Chinese characteristics, and enhance the patriotic feelings of students;

3) In the project design, increase the students' on-site research part, let students experience the research work hard, cultivate students' hard-working spirit. Course project research tasks happen to be summer, high temperature, outdoor research is more difficult, but can exercise the will.

3. Next steps for improvement

Further optimize the teaching design, the implementation of open-ended projects, so that students are involved in the collection of materials and the design of research projects, and effectively in this process students take the initiative to cognize the importance of market research and forecasting work, and improve the level of cognition. In the course summary stage, a section is specially designed for students to summarize their personal experience, guiding them from knowledge learning and skill learning to further enhance their personal quality cultivation and national sentiment at the spiritual level.

2.6. Professional Expansion Courses-"Theory and Practice of Digital Advertising" Course Civics Implementation

1. Participate in conferences and lectures to raise awareness of course ideology

Participating in the meetings and activities related to Civic Governance of the Curriculum and listening to the lectures of some experts in the online conference on Civic Governance of the Curriculum as required, we have gained a certain understanding of the connotation, principles and objectives of Civic Governance of the Curriculum and initially improved our knowledge and understanding of Civic Governance of the Curriculum.

2. Integrate the content of the course's intellectual and political knowledge with the main lines and knowledge points of the course

On the basis of the previous regular preparation, combined with the digital advertising theory and practice course, combined with the textbooks and knowledge points,

combined with the main line of advertising planning and creation of the course, to find some real hot spots and advertising cases, to analyze and discuss, to design part of the topic or practical training tasks to trigger the students to think, in the process of integrating the contents of the course of the Civic and political content, and to strive to implement the objectives of the course of the Civic and political.

3. Values guidance in the context of student characteristics

Selecting excellent advertising cases, combining advertising works and the values reflected in them, students are guided in an effort to cultivate students with commercial sensitivity, strong observation, analysis and operational skills, as well as a sense of family and national sentiment and good social morals, advertising knowledge and the professional qualities and social responsibility of advertisers.

2.7. Professional Expansion Course-"Live Marketing" Course Civics Implementation

1. Overall implementation thrust

Live Marketing is the current rational allocation of resources to realize the "customer-centric" efficient, high-quality service marketing. The main goal of this course is to help students establish correct values, train students to combine live theory and live practice, and fully understand the process and methods of live marketing.

In 2016, the Ministry of Culture issued the Notice on Strengthening the Management of Network Performances, urging network performance operators and performers to implement their responsibilities, strengthen content management, investigate and deal with illegal network performance activities in accordance with the law, and comprehensively implement the "Double Randomization and Publication" (random sampling and inspection of the implementation plan and list of matters, and disclosure of blacklists and warning lists) in network performance market. blacklists and warning lists. 2020 The China Advertising Association issued the Code of Conduct for Live Webcast Marketing, which comprehensively defines and regulates all types of roles and their behavior in live broadcast marketing. 2021 The Ministry of Culture and Tourism issued the Measures for the Administration of Network Performance Economic Institutions, which clearly stipulates the license qualifications and publicity requirements of network performance brokers, as well as the service recipients of the institutions. Institutions are required to obtain a Business Performance License, and shall not induce users to consume by means of false sales and bandwagon rewards. At the same time, they shall not provide network performance economic services to minors under the age of sixteen.2021 In September 2021, the General Office of the State Administration of Taxation (SAT) issued a note stating that it would further strengthen the daily tax management of practitioners in the field of culture and entertainment, and that individual studios and enterprises set up by celebrity artistes and network anchors They should be counseled to establish accounts in accordance with the law and adopt the checking account levy method for tax declaration. Guangdong Marketing Association officially released the "Live E-commerce Selection and Delivery Management Code", "Live E-commerce Marketing Service Code" and "Live E- commerce After-sales Service Code". The above norms and management practices are constantly standardized to lead the live broadcast market.

Live broadcast marketing course, focusing on various policy norms, implanting the industry norms system into the course content. Civic and political content mainly includes: live broadcasting to comply with national regulations and the rules of the platform; promoting national culture, such as the live broadcast of intangible cultural heritage; helping rural revitalization, such as helping farmers live broadcast; and helping to promote the revival of national products, such as the live broadcast of national brands.

2. Implementation highlights

The content of the course is closely linked to the current self-regulatory conventions of the platforms, and it is clear what content is not allowed to live. For example, vulgar places, images or talk about the content of profanity (uncivilized users, "greetings to family members"), clothing exposed; content "to create a rich persona" involving "ultra-high amount of consumption", a clear tendency to show off their wealth; minors bad orientation, luring minors to make friends incorrectly; smoking and drinking (live appearance of tobacco and alcohol is not allowed) The content has a clear tendency to show off wealth; bad orientation of minors, luring minors to make friends incorrectly; smoking and drinking (live broadcasts of tobacco and alcohol are not allowed); uncivilized behavior (running red lights, climbing over guardrails, scribbling in scenic spots); promoting the waste of food (Big Gulp); demeaning and discriminatory (including special groups); pseudo-science, pseudo-medicine (no professional qualifications to solicit and deceive); the transition to gain attention behavior (selling misery, spoofing (including special groups); excessive attention-grabbing behaviors (selling misery, spoofing, and pomposity); portability; meaningless content (videos with no content, random shooting; videos that are too short in length, etc.); and dangerous behaviors, etc., with examples to clarify the boundaries of live broadcasting. Combined with the current hotspots, we select positive cases of live marketing to positively guide the economic and social value. For example, from the resumption of work and production to feed the real economy ("Xiao Zhu with Qi" for Hubei single case); from brand recognition to promote the revival of national products (national products just tide case); from the leader to bring goods to shape the image of the local (county mayor, mayor of the town live local agricultural products).

3. Problems

Although the live broadcasting market is constantly standardized and the regulations are constantly improving, there are still many problems in the live broadcasting market now, such as the recent PK drinking, there are cases of the death of Netflix. Therefore, the course Civics needs to be carried out deeply and persistently to positively guide students.

4. Next steps

Keep track of recent policy and case developments in the country and keep updating the curriculum.

3. The Next Step in the Implementation of the Content of the Civic Policy in the Marketing Program

3.1. Condensing the Main Lines

Combined with the characteristics of professional business, in the process of creating the value chain of the whole national society, it plays an important role in the value cognition and practice environment, especially in the context of the national emphasis on the "double cycle", how to help enterprises

effectively realize the value of the double cycle, and enhance the national marketing power based on the logic of the generation of the national tide brand, so the overall professional civics Therefore, the implementation of the overall professional ideology should clearly define the ideological main line of "the ethic of making profits with righteousness, the inheritance of righteousness and innovation, the spirit of quality service, the observance of market rules, and the inheritance of excellent culture".

3.2. Curriculum Implementation

In the whole talent cultivation process, the curriculum is a specific carrier and path to cultivate students' knowledge formation, skill production and soul shaping, and should be centered on the overall main line of the profession's civics and politics, find the position and characteristics of the curriculum, and continue to concoct its own curriculum characteristics of the main line of the curriculum, civics and politics elements, and the path of implementation, so as to cultivate students' development of the correct values and vocational literacy.

3.3. Closed-loop Management

Adopting a four-pronged closed-loop implementation model of whole-system design, whole-process management, whole-subject participation and all-round integration. Do a good job in the overall systematic design of the professional training method, take the course as the implementation carrier, and do a good job in the macro and micro design of the course. In each semester's teaching activities, pay attention to the whole process of teaching, teaching, teaching in the whole process of planning and design, process implementation and reflection after the process of total, in accordance with the PDCA plan to do a good job of closed-loop management. At the same time, let all teachers and students and other interested parties to participate in the whole process of political education, in fact, to do teachers and students to enhance the whole political literacy. Finally, we focus on the all-round and multi-scene integration of ideology and politics, integrating elements of ideology and politics from classrooms, practical training, dormitories, offices and other multi-touching scenes, so as to practically do a good job of silently influencing the students.

4. Conclusion

In today's fast-developing China, the combination of marketing and ideological education is not only conducive to the cultivation of high-quality talents, but also conducive to social stability and long-term peace. Marketing and Civic and Political Education Integration of Talent Training System to cultivate the comprehensive ability of talents as the main center of the teaching concept throughout the whole process of talent training mode. Adopting the "theory-practice-practice, talent training mode way, in the implementation of the teaching process, let the students themselves fully think about how to integrate theoretical knowledge and practical ability, give full play to the subjective initiative, so as to achieve the overall training of students' business thinking and the integration of ideological and political education.

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