

# Rectification Report for ACBSP:

## Program of Marketing

### I. Note on Criterion 6.1.7

#### 1. The basic data of the program in Grade 2017 and Grade 2018

##### 1.1 The enrollment and drop-out rate

Grade	Enrollments	Dropout Rates
Grade 2017	69	1.40%
Grand 2018	70	1.40%

##### 1.1.1 Teaching Effectiveness of Grand 2017

Semester	Course	Teacher	Passing Rates	Student Teaching Evaluation	Attendance Rates
2018-2019 (1)	Marketing	Zhou Yong	95%	91	95%
2018-2019 (2)	Sales Management	Wang Daqun	97%	91	98%
	Marketing Research	Wu Peipei	100%	91	98%
2019-2020 (1)	Consumer Behavior	Wang Lifang	93%	92	96%
	CRM	Li Zhanghui	85%	90	90%
2019-2020 (2)	Advertising	Feng Rui	100%	91	97%
	Marketing Plan	Feng Rui	96%	91	95%
2020-2021 (1)	Business Negotiation	Wang Lifang	99%	93	97%
	International Marketing	Kang Haiyan	97%	92	98%

##### 1.1.2 Teaching Effectiveness of Grand 2018

Semester	Course	Teacher	Passing Rates	Student Teaching Evaluation	Attendance Rates
2018-2019 (1)	Marketing	Zhou Yong	100%	93	98%
2019-2020 (2)	Sales Management	Wang Daqun	97%	92	97%
	Marketing Research	Wu Peipei	100%	93	98%
	CRM	Li Zhanghui	100%	92	95%
2020-2021 (1)	Consumer Behavior	Wang Lifang	91%	92	96%
	Advertising	Feng Rui	100%	92	95%
	Entrepreneurship	Kang Xiuqiu	100%	93	98%
2020-2021 (2)	Business Negotiation	Wang Lifang	100%	92	97%
	Marketing Plan	Feng Rui	96%	92	96%

## **2. Student feedback and reply of college leaders and professional leaders**

### **2.1 Student feedback**

2.1.1 The Marketing courses are very helpful for us in participating in the innovation and entrepreneurship contests.

2.1.2 It is suggested to add more content related to new technologies, data marketing and latest market trends in the courses.

2.1.3 I hope the university can provide more internship and employment opportunities in world-renowned enterprises and emerging industries.

### **2.2 Reply of college leaders and professional leaders**

2.2.1 The Curriculum Management Committee and the University-Enterprise Cooperation Committee have held a meeting at end of the last semester. According to the students' feedback, aiming to help students achieve good performance in the competitions, we have decided to add the innovation and entrepreneurship contest simulation training in the related courses including entrepreneurship and marketing planning; and to hold marketing innovation practice contests with the cooperative enterprises regularly every semester.

2.2.2 The Curriculum Management Committee, the Professional Development Committee, and the University-Enterprise Cooperation Committee have discussed the revision of the talent training program at the end of the last semester. Aiming to endow students with the latest knowledge and advanced experimental conditions, we have decided to add new courses such as application frontiers of new information technology, data marketing, and consumer insight frontiers. Furthermore, with a lot of funds investment, the intelligent marketing laboratory has been built and put into use.

2.2.3 Aiming to help students gain more high-quality internship and employment opportunities, the Professional Development Committee and the University-Enterprise Cooperation Committee have discussed the proposals on establishing more cooperation opportunities with famous enterprises such as the fortune 500 and the emerging industries such as Big Data and Internet.

## **II . Plan for the Program Construction**

### **1. Overall Objectives**

With the construction of a first-class program as the goal, the digital marketing program development direction as the guidance, the key teaching platforms as the carrier, and the deepening of ACBSP accreditation as the starting point, we will promote the construction of the marketing program in an overall way. We aim at building an innovative teaching team with outstanding characteristics in the field of marketing and a high level of influence. And finally, by 2023, the whole level of the program will reach the national or municipal first-class.

## 2. Annual Objectives

Objectives of 2021: Determine the overall goal and complete the whole scheme design of the program construction; Focus on the characteristic fields of digital marketing, introduce high-level young academic backbones, and build an innovative teaching team of high level; Deepen ACBSP accreditation and continuously improve the teaching quality; Apply for the national first-class undergraduate program.

Objectives of 2022: Improve the software and hardware conditions of the program construction and make some parts of the teaching conditions at the national advanced level; With the guidance of the national and Shanghai's "14<sup>th</sup> five years plan", we aim at achieving influential researches on major issues of government decision-making and economic and social development; Promote the construction of first-class courses and improve the teaching quality; Encourage teachers to study overseas and strengthen international communication and cooperation.

Objectives of 2023: Complete the team construction of the program; Strengthen the national and international corporation and the collaboration of industry-university-research resources to tackle key problems; Make breakthroughs in theory innovation and practical research in the field of digital marketing and promote the program of marketing to achieve the great leap forward development and the whole level of the program to close to or reach the national or municipal first-class.

## 3. Implementation Plan and Assessment Objectives

Implementation Plan and Assessment Objectives of Marketing Program Construction

Contents	2021	2022	2023
Program Development and Platform Construction	Focus on the characteristic fields of digital marketing, determine the overall goal of the marketing program construction, and complete the whole construction scheme of the program; Lay out the key points of the breakthroughs of the program construction; Apply for the national first-class undergraduate program.	Strengthen the construction of software and hardware conditions and research platform associated with digital marketing; And based on the above, build an innovatively practical teaching platform and a business think tank.	Promote the program of marketing to achieve the great leap forward development and the level of the program to reach the advanced level of similar universities in China; The whole level of the program closes to or reaches the national or municipal first-class.

Team Building	Introduce 2-3 high-level young academic backbones focusing on the research of digital marketing from famous national or international universities.	Establish a digital marketing team and strengthen the cultivation of 4-5 young and middle-aged backbone teachers with development potential.	Complete the team-building of the digital marketing program in which there are 5-10 young and middle-aged backbone teachers with innovation ability and outstanding development potential.
Scientific Research	Focus on the economic and social development and major needs of China and Shanghai, launch 1-2 special studies; Obtain 5-10 horizontal projects; Publish 3-4 papers in important national or international journals; Organize lectures given by domestic and foreign experts and academic salons for 5-10 times.	Focus on deepening the scientific research and endeavor to have a better breakthrough in national, provincial, and ministerial-level projects; Obtain 1-2 provincial and ministerial level projects; Publish 1-2 papers in high-level and 5-6 papers in important national or international journals.	During the construction period, the team members will preside over 2-3 projects above the provincial and ministerial level; obtain 10-20 horizontal projects; publish 10-15 papers in important national or international journals; won 1-2 provincial and ministerial level or industry research awards.
Talents Training	Publish two textbooks; Students win 2-5 awards at or above the municipal level; Students obtain 5-10 representative academic achievements; The employment rate	Build 1-2 municipal first-class courses and 3-4 first-class courses of university-level; Endeavor to obtain 1 outstanding teaching achievement award at the	The number of students who win national and municipal competition awards reaches 20-30; The employment rate of graduates reaches more than 95%, ranking in

	of graduates reaches more than 95%.	municipal level or above.	the forefront of universities owned by Shanghai.
International Development	Deepen ACBSP accreditation and continuously improve the teaching quality; During the period of COVID-19, provide 5 students from famous overseas universities with online learning courses; Recruit 5-10 overseas students and enhance the international influence of the program.	Introduce overseas talents and increase international academic communications; Continuously promote ACBSP accreditation; If the conditions of COVID-19 permit, encourage 1-2 teachers to study overseas or attend international conferences to enhance their international vision.	Continuously promote introducing overseas talents and the ACBSP accreditation; Establish cooperation with 1-2 famous national or international universities or research institutions; The total number of overseas students reaches 20-30.
Social Services	Promote the transformation of industry-university-research collaborations, serve the economic and social development of Shanghai and the Yangtze River Delta, and write 1 industry report; Endeavour to preside or participate in the formulation of industry standards once.	Build the center of industry-university-research collaboration and promote the transformation of achievements, providing consulting services for enterprises and government decision-making; Complete 2-3 influential research achievements and try to make them adopted by relevant departments.	Strengthen the national and international corporation and the collaboration of industry-university-research resources to tackle key problems; Make 3-4 times breakthroughs in theory innovation and practical research in the field of digital marketing and try to make them adopted by relevant departments.

#### 4. Revision of the Talents Training Objectives

Combining the new needs of economic and social development in the Internet era and the school's strategic development plan, the program of marketing revised the talents training objectives in 2020. The latest talents training objectives are as follows:

The marketing program focuses on the field of business marketing, taking digital marketing direction and practice as the guidance. It aims at cultivating applied and compound high-quality talents with mastering marketing theory knowledge, new media technologies, big data analysis, and other complex knowledge and skills and meeting the new needs of Shanghai and the national economic development. Those talents should also have the ability to discover, analyze and solve practical marketing problems, and have Internet thinking, innovation and entrepreneurship, cross-cultural communication ability, and international vision.

According to the latest talents training objectives, the learning objectives and core curriculums are divided as follows:

Learning Objectives Division	Learning Objectives	Core Curriculum
1.Basic Knowledge Goals	Understand and apply the foundational business and marketing concepts and theories	Economy, Management, Marketing, Entrepreneurship, Financial Management
2.Application Capability Goals	Demonstrate the capability of brand planning, product promotion, and market development in both domestic and international markets	Consumer Behavior, Sales Management, Advertising, CRM, Marketing Plan
3.Analysis Ability Goals	Demonstrate the capability of applying the qualitative and quantitative analysis methods in market research;	Statistics, Marketing Research, Data Marketing
4.Business Literacy Goals	Demonstrate business ethic literacy and communication skill in the globalization environment	Business Ethics, Business Negotiation, International Marketing