REFORM OF MARKETING CURRICULUM SYSTEM IN THE ERA OF DIGITAL INTELLIGENCE

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Abstract: In the context of the digital intelligence era, the reform of the marketing course system is urgently needed. Traditional course systems fall short in content updates, practical teaching, and interdisciplinary integration, failing to meet the modern enterprises demand for versatile marketing talents. Therefore, course reforms should adhere to the principles of adaptability, innovation, and comprehensiveness, closely following the trends of digitalization and intelligence. Specific measures include introducing cutting-edge courses such as big data analysis and artificial intelligence applications, strengthening school-enterprise cooperation and the construction of virtual simulation experimental platforms, promoting the integration of technology, management, psychology, and other disciplines. The construction of faculty teams, optimization of teaching resources, and reform of teaching evaluation mechanisms are also key links in ensuring the smooth implementation of reforms. Through systematic reforms, the marketing course system will more effectively cultivate high-quality talents that meet the demands of the digital intelligence era.
Keywords: Digital intelligence era; Marketing; Curriculum system reform

1 INTRODUCTION

With the rapid development of the global economy, the popularization of digital and intelligent technologies has become an important driving force for advancing social productivity. Emerging technologies such as big data, artificial intelligence, blockchain, and the Internet of Things are constantly emerging, injecting new momentum into various industries. Especially in the business sector, these technologies are reshaping traditional marketing models, driving profound changes from experience-driven to data-driven approaches. Through technological empowerment, companies can more accurately understand consumer needs, implement personalized marketing strategies, thereby enhancing market competitiveness. Under the impetus of the digital wave, intelligent technologies are also accelerating their integration with marketing scenarios. For example, through machine learning algorithms, companies can predict market trends and optimize consumer experiences via intelligent recommendation systems, further improving marketing effectiveness. The deepening development of digitalization and intelligence has also led to explosive growth in information volume. The comprehensive accumulation of multi-source heterogeneous data, including consumer behavior data, social media data, and transaction data, provides rich resources for marketing. This also places higher demands on data processing and analytical capabilities. The development of technology not only changes the way companies market but also profoundly influences the research and education directions of marketing disciplines. To address the challenges brought by digitalization and intelligenceIn order to have a far-reaching impact, the marketing course system needs to keep pace with the times in content design and cultivate forward-looking and innovative marketing people for society[1].

The arrival of the digital intelligence era has posed numerous new challenges to marketing education, while also creating abundant development opportunities. The high dynamism of the market environment requires marketing education to focus on cultivating students ability to quickly adapt to changes. The widespread application of digital tools and intelligent technologies in marketing practices makes the traditional teaching model centered on theory appear inadequate. Teaching content urgently needs to incorporate cutting-edge technological knowledge, especially in areas such as data analysis, algorithm design, and the application of intelligent marketing tools. Course settings need to closely follow industry trends to meet the demand for versatile talents from enterprises. Digital intelligence technology provides a brand new practical platform for marketing education. Teaching tools based on virtual simulation technology can highly replicate real-world marketing scenarios, allowing students to engage in practical exercises in an immersive environment. The introduction of big data and artificial intelligence technologies not only expands students learning domains but also enhances their ability to analyze and solve complex problems. Resource sharing in the digital intelligence era also offers possibilities for cross-regional cooperation and international teaching. Through a blended online-offline teaching model, marketing education can break through the limitations of traditional teaching methods, providing students with more flexible and diverse learning experiences. Against the backdrop of coexisting challenges and opportunities, the market[2]. The key to marketing education reform lies in how to reasonably balance the relationship between theory and practice, technology and management, to create a curriculum system that meets the demands of the times. This reform is not only about optimizing the academic system but also an important measure serving social needs and industrial development.

Research on marketing curriculum systems both domestically and internationally mainly focuses on optimizing teaching content, practical orientation in course design, and interdisciplinary integration. From an international perspective, European and American countries started their marketing education reforms earlier and have established a relatively

complete teaching system. For example, American business schools generally emphasize the combination of theory and practice, promoting students understanding of practical marketing operations through case studies and field projects. These institutions also deeply integrate technical courses with marketing courses, enabling students to proficiently master the application of marketing tools. In Europe, universities emphasize cross-cultural and international marketing education, cultivating students global perspective through diversified case studies.

The research on the domestic market marketing curriculum system started slightly later, but in recent years, with the rapid development of the digital economy, significant progress has been made. The focus of research is mainly on updating teaching content and reforming practical teaching. For example, many universities have begun to incorporate big data analysis, artificial intelligence, and blockchain technology into marketing courses, and provide students with real practical opportunities through industry-university cooperation. Compared to international advanced levels, the domestic market marketing curriculum system still has certain shortcomings, including the disconnection between theoretical teaching and practice, lagging technical course content, and the lack of interdisciplinary integration capabilities. Based on the analysis of domestic and international research status, the digital intelligence era has put forward new requirements for marketing education. Inspired by international experiences, the reform of the domestic market marketing curriculum system should focus on deepening the integration of theory and practice, strengthening the organic combination of technical courses and marketing courses, and enhancing students comprehensive abilities through diversified teaching models, thereby achieving seamless alignment between education and industry needs.

This study combines various methods including literature analysis, empirical research, and case studies to deeply explore the current status and reform paths of marketing courses. Literature analysis is mainly used to organize relevant research findings domestically and internationally, clarifying the core issues and research trends of current marketing course system reforms[3]. By systematically analyzing authoritative journal articles, research reports, and policy documents, a theoretical framework and research foundation for this study are constructed. Empirical research methods involve investigating and analyzing data on university marketing course settings to understand the existing problems and improvement potential in the current course system. Representative universities are selected for case studies, and through in-depth interviews with educational practitioners, key success factors in course reforms are identified. Case studies will also focus on the reform practices of outstanding universities, analyzing specific approaches to course design, teaching models, and faculty development, extracting useful experiences for reference. During the research process, both quantitative and qualitative research methods will be combined, tracking and evaluating student learning outcomes to verify the actual effectiveness of course system reforms. This study not only aims to reveal existing issues but also emphasizes proposing practical solutions with significant guiding significance, providing theoretical support and practical guidance for the transformation and upgrading of marketing education in the digital age.

2 CORE DEMAND ANALYSIS OF MARKETING IN THE ERA OF DIGITAL INTELLIGENCE

2.1 Application Status of Digital Intelligence Technology in Marketing

With the rapid development of digital intelligence technology, marketing models have undergone profound changes. Big data technology, through the collection, analysis, and modeling of massive amounts of data, enables enterprises to gain a deeper understanding of consumers' behavioral preferences and potential needs, thereby achieving precise marketing. Enterprises collect customer data through a variety of channels, including online e-commerce platforms' transaction records, browsing history, search keywords, offline stores' purchasing behaviors, customer feedback, as well as interactive information, likes, and comments on social media. The integration and analysis of these data allow enterprises to build detailed customer profiles, providing strong support for personalized marketing. At the same time, by using data mining technology to predict customer needs and behavioral trends, enterprises can plan marketing strategies in advance, such as predicting customer churn risks and taking timely retention measures.

Artificial intelligence technology, through natural language processing and machine learning algorithms, can optimize customer interaction experiences. For example, the widespread application of intelligent customer service and personalized recommendation systems has greatly improved marketing efficiency. AI can easily handle a large amount of consumer data from multiple sources, such as website traffic, social media interactions, and historical purchase records. By conducting in-depth analysis of these data, marketers can discover potential trends, understand customer preferences, and adjust marketing strategies accordingly, thereby improving the accuracy and effectiveness of decision-making. In addition, AI algorithms can divide the audience into precise behavioral and demographic categories based on factors such as age, gender, region, interests, and purchase history. This refined segmentation enables marketers to tailor product recommendations and marketing messages according to each consumer's preferences, thus significantly increasing user engagement and conversion rates.

Blockchain technology provides security and transparency for marketing activities. Its decentralized characteristics can reduce trust costs and improve user experience. In fields such as finance, supply chain, and copyright protection, blockchain technology has shown great potential, providing new solutions for data security and transparency in marketing. The popularization of the Internet of Things (IoT) devices has further expanded the boundaries of marketing. By connecting various smart terminals, enterprises can obtain consumer behavior data in real time and make dynamic adjustments. For example, smart home devices not only record users' daily habits but also provide product improvement suggestions for enterprises through analysis. IoT technology enables enterprises to have a more comprehensive understanding of consumers' lifestyles and needs, thereby providing more personalized products and services. Virtual

reality (VR) and augmented reality (AR) technologies have also created new interactive forms for marketing, allowing consumers to experience products in virtual scenarios, thereby increasing the willingness to purchase. Marketers can create better customer experiences and open up new ways for immersive storytelling and personalized marketing strategies. The immersive brand experiences provided by AR and VR technologies can create opportunities at every stage of the customer journey, thereby significantly improving consumer engagement and satisfaction.

2.2 Requirements for Marketing Talents in the Era of Digital Intelligence

The market environment in the era of digital intelligence is becoming increasingly complex, posing higher requirements for the capabilities of marketing professionals. Firstly, data analysis skills have become the core. Marketing practitioners need to be able to clean, analyze, and mine massive amounts of data to extract valuable business insights. This not only includes in-depth analysis of customer behavior but also requires the use of data mining techniques to predict customer needs and behavioral trends, thereby providing support for corporate decision-making. Secondly, technical application skills are equally indispensable. Marketing talents need to be familiar with a variety of intelligent tools and systems, and be able to apply them flexibly in practice to achieve business objectives. With the rapid development of digital intelligence technologies such as big data and artificial intelligence, the corporate operating environment has undergone profound changes. Marketing personnel must master these new technologies in order to stand out in the fierce market competition. Strategic thinking ability has also become a key factor. The dynamic changes in the market require marketing practitioners to have keen insight, to be able to predict market trends and formulate innovative strategies. In addition, interdisciplinary integration capability is gradually becoming an important criterion for evaluating marketing talents. Marketing activities in the era of digital intelligence often involve multiple fields such as technology, management, and design, requiring practitioners to be able to switch flexibly between different knowledge systems. Finally, the global market pattern has put forward higher requirements for the international vision of marketing talents. Mastering multi-cultural backgrounds and cross-regional market operation capabilities has become a necessity. In summary, marketing professionals in the era of digital intelligence need to have a composite ability structure. They not only need to master marketing theories but also need to have a deep understanding and practical ability in the fields of data, technology, and strategic management, in order to adapt to the constantly changing business environment.

2.3 The Insufficiency of Traditional Marketing Course System

The traditional marketing curriculum system has gradually revealed many deficiencies in the context of the digital intelligence era. The lag of course content is the main issue. Marketing teaching in many colleges and universities still focuses on classical theories, lacking systematic explanations of the latest digital intelligence technologies and tools. For example, cutting-edge content such as big data analysis, the application of artificial intelligence in marketing, and how blockchain technology ensures data security is rarely covered in the courses. This lag causes students to have difficulty quickly adapting to industry changes after graduation and leads to a disconnection with the actual needs of enterprises. The weakness of practical teaching is another significant problem. The traditional curriculum system is mainly based on classroom lectures, and students lack practical opportunities in real scenarios, which fails to effectively exercise their ability to solve practical problems. Even if there are practical segments, they are mostly simulation experiments, which are far from the real market environment, making it difficult for students to transform theoretical knowledge into practical operational skills.

Insufficient interdisciplinary integration is also a shortcoming of the current curriculum system. Marketing in the digital intelligence era requires a combination of knowledge from multiple fields such as technology, management, and behavioral science. However, traditional course settings are often isolated, lacking systematic interdisciplinary teaching design. For instance, the integration of data science with marketing and the application of psychology in consumer behavior analysis, which are interdisciplinary contents, have not been fully integrated. The singularity of teaching models also restricts the development of students' comprehensive abilities. A large number of courses focus on theoretical indoctrination, neglecting the cultivation of students' active learning and innovation capabilities. In the classroom, teachers are often the sole transmitters of knowledge, and students are in a passive position, lacking opportunities for interaction and discussion, which is not conducive to fostering students' critical thinking and innovation abilities. These problems indicate that the traditional marketing curriculum system can no longer meet the high-standard requirements for talent cultivation in the digital intelligence era. It needs systematic reform and upgrading to better adapt to changes in the market environment and to cultivate composite marketing talents with data analysis, technical application, strategic thinking, and interdisciplinary integration capabilities, providing strong support for students' career development and enterprises' innovation and transformation.

3 REFORM IDEAS OF MARKETING COURSE SYSTEM

3.1 Basic Principles of Curriculum System Reform

The reform of the marketing curriculum system needs to be based on the actual needs of the digital intelligence era, adhering to the core principles of adaptability, innovation, and comprehensiveness. In terms of adaptability, the course content and design need to keep up with the development trends of digital intelligence technology, updating teaching

modules in a timely manner to meet the industrys demand for the latest knowledge and skills. Regarding innovation, the reform should aim at enhancing students creativity by introducing innovative teaching methods and technical tools to cultivate their ability to solve complex problems. In terms of comprehensiveness, course design should focus on interdisciplinary integration, integrating knowledge from management, technology, and humanities to build a systematic teaching system and improve students overall qualities.

3.2 Objectives of Curriculum System Reform

The goal of the marketing curriculum reform is to cultivate compound talents with digital intelligence thinking and technical skills. The reform aims to enhance students data analysis capabilities enabling them to efficiently mine the value of business data; strengthen students technical application abilities allowing them to skillfully use intelligent tools to accomplish marketing tasks; reinforce students strategic thinking abilities cultivating their capability to formulate effective marketing strategies in dynamic market environments. The reform should also focus on shaping an international perspective by introducing international courses and case studies helping students understand the complexity of global markets laying a solid foundation for their future career development.

3.3 Key Directions of Curriculum System Reform

The key direction of the curriculum reform lies in introducing digital intelligence technology courses strengthening practical teaching and promoting interdisciplinary integration. The introduction of digital intelligence technology courses can make up for the shortcomings of traditional teaching content by setting up courses such as big data analysis artificial intelligence application and blockchain technology enabling students to master the practical application of digital intelligence technology in marketing. Practical teaching needs to be further strengthened through school-enterprise cooperation marketing laboratories and virtual simulation training methods to help students exercise their practical operational skills in real scenarios. Interdisciplinary integration is the key direction of curriculum reform introducing multidisciplinary teaching content and diversified teaching methods to cultivate students systematic thinking and comprehensive problem-solving abilities thereby comprehensively enhancing the competitiveness and adaptability of the curriculum system[4].

4 DESIGN OF MARKETING COURSE SYSTEM IN DIGITAL INTELLIGENCE ERA

4.1 Course System Framework Design

In the context of the digital intelligence era, the design of the marketing course system needs to closely align with the demands of the times, aiming to comprehensively enhance students professional knowledge, technical skills, and practical abilities. The course framework should consist of three major modules: core courses, elective courses, and practical courses, emphasizing the organic combination of theoretical knowledge and practical application. In the core courses module, particular emphasis should be placed on integrating basic marketing theories with digital intelligence technologies, such as courses on digital consumer behavior analysis and intelligent market research methods, aiming to lay a solid foundation of professional theory for students while enhancing their keen awareness of emerging technologies.

The elective course module needs to fully reflect the characteristics of personalization and diversity, focusing on big data analysis, artificial intelligence applications, and the practical implementation of blockchain technology in marketing, helping students form specialized skills in different technical fields. By introducing interdisciplinary elective courses such as technology management, psychology, and user experience design, it enhances students comprehensive abilities and interdisciplinary perspectives. The practical course module emphasizes simulation and real-world training of real scenarios, leveraging virtual simulation platforms, industry-university collaboration projects, and case study courses to provide students with comprehensive training opportunities from theory to practice. Such a course system framework not only comprehensively enhances students professional qualities but also cultivates versatile marketing talents who meet the demands of the new era.

4.2 Key Course Content Design

The design of key course content is the core link in the reform of the marketing course system, focusing on the in-depth application of digital intelligence technologies and the comprehensive improvement of practical skills. Digital marketing and consumer behavior analysis are crucial aspects of course content design, introducing big data analysis tools and algorithm models to enable students to master core skills in data cleaning, mining, and modeling, thereby enhancing the scientific accuracy and precision of marketing decisions by analyzing consumer behavior characteristics and market trends.

In the intelligent marketing tools and case analysis course, it is necessary to systematically teach the basic principles of artificial intelligence technology and its application in marketing, such as recommendation systems, intelligent advertising placement, and user profiling techniques, helping students become familiar with the application scenarios and operational methods of intelligent tools. Through the analysis and discussion of classic cases, further strengthen students practical operational skills and strategy formulation capabilities. The blockchain and marketing transparency

course focuses on the integration of technology and business scenarios, helping students understand the role of blockchain technology in data security, supply chain transparency, and building consumer trust, expanding their innovative thinking about future marketing models. The internationalization course design is also a key content, introducing global marketing cases and research methods to cultivate students adaptability to multicultural backgrounds and cross-regional market environments, enhancing their advantages in international market competition. Such focused course content design can achieve an organic combination of theory, technology, and practice, providing students with a comprehensive and systematic learning experience, improving their competitiveness in the digital intelligence era.

4.3 Organization and Implementation of Practical Teaching

The organization and implementation of practical teaching is an indispensable important link in the design of the curriculum system, aiming to provide students with a platform for applying theoretical knowledge and specific pathways for capability enhancement through the combination of simulation and real-world scenarios. In terms of organizing practical teaching, the school-enterprise cooperation model is one of the core strategies, involving establishing deep partnerships with well-known enterprises to introduce real-world projects from companies into classrooms, offering students opportunities to participate in actual marketing activities. This teaching model not only helps students understand industry trends but also enhances their ability to solve practical problems.

The construction of a virtual simulation experimental platform is an important innovative means for practical teaching by creating a highly realistic virtual environment that closely replicates real-world marketing scenarios. Through this simulated market environment, students can complete tasks such as data analysis, marketing planning, and implementation, thereby enhancing their practical skills and professional qualities. By integrating the virtual experimental platform with big data technology, students can rapidly acquire complex data processing skills and improve their proficiency in operating intelligent marketing tools. In the implementation of practical teaching, it is also crucial to focus on the design of case study courses. Through the analysis and discussion of typical marketing cases, students can learn from the successful experiences and lessons of excellent companies in their digital transformation, extracting practical strategies with guiding significance. The implementation of interdisciplinary practical projects is also essential. By introducing collaborative projects from multiple disciplines, such as integrating psychology, data science, and marketing in comprehensive cases, students can experience the challenges and achievements of cross-domain collaboration, laying a solid foundation for their future career development.

5 IMPLEMENTATION GUARANTEE OF MARKETING COURSE SYSTEM REFORM

5.1 Faculty Team Building

Faculty team building is the foundational guarantee for the implementation of marketing course system reform.The digital intelligence era has put forward new requirements for marketing education, and the faculty team needs to possess profound academic literacy as well as practical understanding of digital intelligence technology.Universities need to establish a systematic teacher training mechanism, by introducing high-level external experts and strengthening the career development plans of existing teachers, to improve the overall teaching level.For existing teachers, schools should provide diversified training opportunities, including specialized training in areas such as artificial intelligence, big data analysis, and blockchain technology, enabling them to master the application of the latest technologies in marketing, thereby optimizing teaching content[5].

The diversification of faculty construction is also an important direction for reform, marketing courses require the participation of teachers with interdisciplinary backgrounds. Professionals from fields such as technology, management, and psychology can bring richer perspectives to the course content. By forming interdisciplinary teaching teams, not only can innovation in course design be promoted, but students ability to integrate across disciplines can also be enhanced. The introduction of teachers with industry backgrounds is also crucial; hiring corporate experts and professional managers with rich practical experience as part-time teachers can integrate the latest industry trends and real-world cases into the classroom, providing students with a learning experience that is closer to actual needs. In the long-term planning of faculty development, universities should also focus on building an international faculty team, collaborating with internationally renowned institutions, inviting foreign scholars for exchanges and teaching, or sending local teachers abroad for further studies. Such measures can enhance the international perspective and teaching capabilities of the faculty team, providing continuous motivation and support for the reform of the marketing course system.

5.2 Optimization of Teaching Resources

The optimization of teaching resources is a crucial support for the successful implementation of the reform in the marketing course system. In the era of digital intelligence, marketing education needs to be highly dependent on modern teaching resources, including digital textbooks, online learning platforms, and practical teaching tools. In the process of optimizing teaching resources, it is essential to comprehensively upgrade traditional textbooks by incorporating the application of emerging technologies such as big data analysis, artificial intelligence, and blockchain into the course content. It is also necessary to integrate high-quality teaching resources from both domestic and international sources, introducing classic international cases and multilingual teaching materials to enrich the breadth and depth of course

content.

The construction of online learning platforms is the core link in optimizing teaching resources. By building a comprehensive learning management system, students can access learning resources anytime and anywhere, and deepen their understanding through online tests and interactive discussions. The learning platform can provide diverse learning methods, including video lectures, virtual experiments, and simulation tests, to help students master complex knowledge points and skills. In platform development, artificial intelligence technology can also be utilized to recommend personalized learning paths, providing targeted course content based on students learning progress and level, thereby improving learning efficiency. The optimization of practical teaching tools requires particular attention to the construction of virtual simulation laboratories and marketing simulation systems. By introducing virtual reality and augmented reality technologies, highly realistic marketing scenarios can be constructed, allowing students to conduct experiments and operations in a safe virtual environment, thereby enhancing practical skills. Collaborating with enterprises to jointly build data laboratories, providing real marketing data and industry cases, can further narrow the gap between students and industry needs. Such optimization of teaching resources not only improves teaching quality but also provides students with more efficient and diverse learning experiences.

5.3 Reform of Teaching Evaluation Mechanism

The reform of the teaching evaluation mechanism is an indispensable part of the curriculum reform in marketing courses, and the scientific and comprehensive nature of the evaluation mechanism directly affects the effectiveness of the curriculum reform. Traditional teaching evaluations typically rely primarily on final exams, overlooking the cultivation and demonstration of students comprehensive abilities during the learning process. In the era of digital intelligence, marketing education needs to construct an evaluation system oriented towards multidimensional capabilities, making students knowledge acquisition, technical application, and practical skills key indicators for comprehensive assessment.

In teaching evaluation, the emphasis on process-oriented assessment should be strengthened by introducing diversified assessment methods such as phased testing, group discussions, case analysis, and project practice to comprehensively understand students performance in the learning process. Students practical abilities and problem-solving skills can be evaluated through their performance in virtual simulation experiments and participation in real marketing projects. Such assessment methods not only enhance students learning enthusiasm but also promote the development of their comprehensive abilities. The reform of the evaluation mechanism should also focus on assessing students innovative and interdisciplinary capabilities. By setting open-ended questions and cross-domain collaborative projects, it can be examined whether students can apply their knowledge flexibly to complex situations and propose innovative solutions. In terms of cultivating an international perspective, students understanding depth of multiculturalism and global markets can be evaluated through their analysis and comparative studies of international cases. Teaching evaluation should introduce feedback mechanisms from enterprises and society, involving participation from corporate mentors and industry experts to provide objective external evaluations for students capability development.

6 CONCLUSION

In the wave of the digital intelligence era, the reform of the marketing curriculum system is not only a key measure to improve the quality of talent cultivation but also an inevitable requirement to adapt to the development of the times. By carefully introducing digital intelligence technology courses, the curriculum system has achieved a magnificent transformation from traditional to modern. Strengthening practical teaching links and promoting interdisciplinary integration have made the course content no longer limited to book knowledge but closely connected with the actual market, comprehensively optimizing the teaching effect. The renewal of course content should keep pace with the rapid development trend of digitalization and intelligence. It should not only cover cutting-edge fields such as big data analysis, artificial intelligence applications, and blockchain technology but also delve into the specific applications of these technologies in marketing. This ensures that students can master the latest marketing tools and methods proficiently, laying a solid foundation for their future careers. In terms of practical teaching, strengthening school-enterprise cooperation has become an important way to cultivate practical talents. Establishing virtual simulation experimental platforms provides students with an immersive practical environment, allowing them to experience real work challenges in a simulated market in advance. At the same time, introducing real marketing projects and cases enables students to develop keen market insight and excellent innovative thinking in the process of solving practical problems. The promotion of interdisciplinary integration not only helps to broaden students' knowledge horizons but also stimulates new thinking and creativity in the intersection of different disciplines. This enhances students' comprehensive quality and adaptability, enabling them to flexibly cope with various challenges in a diversified market environment. To ensure the smooth implementation of the reform, the construction of the teaching staff is particularly crucial. Actively introducing professional talents with a digital intelligence background injects fresh blood into the teaching team. At the same time, conducting systematic teacher training continuously improves teachers' professional quality and teaching ability, thereby enhancing the overall level of the teaching team and providing strong support for high-quality teaching. Optimizing teaching resources is also an important part of the reform. Building digital textbooks and online learning platforms not only enriches teaching content but also meets students' diverse learning needs in different learning scenarios, making learning more convenient and efficient. The reform of the teaching evaluation

mechanism should not be overlooked either. Establishing a diversified evaluation system, focusing on process evaluation, and not just using exam scores as the only criterion, but comprehensively reflecting students' knowledge mastery, skill improvement, innovative thinking, and team collaboration in the learning process. This provides students with more comprehensive and objective learning feedback, encouraging them to continuously progress and become marketing professionals who meet the needs of the digital intelligence era.

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