

Exploration and Practice on the "Curriculum Ideology and Politics" in Marketing

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Abstract: This article elaborates the exploration on the construction of "Curriculum ideology and politics" in the major of marketing. By taking Chengdu Neusoft University as an example, this article analyzes the "TOPCARES" professional competence index system of marketing major, constructs the "Curriculum ideology and politics" index system including 4 indexes in grade 1 and 15 indexes in grade 2, and gives examples of the mapping between the index and the curriculum unit.

1. Introduction

Since President Xi put forward the important instruction at the National Conference on Ideological and Political Work of Colleges and Universities that "we should adhere to the moral education as the central link, and put the ideological and political work throughout the whole process of education and teaching", the concept of "Curriculum ideology and politics" has been paid more and more attention by the educational circles. Ideological and political education should not only be limited to the "ideological and political course" in the traditional concept, but should run through the whole professional curriculum system. From the current research results on this topic, most of the construction of ideological and political education is still stuck in a single course, and has not formed an education system based on the overall professional curriculum system. Therefore, it is of great significance to build a relatively complete system of ideological and political education in professional courses.^[1,2,5]

2. Thinking on "Curriculum Ideology and Politics"

2.1. "Curriculum Ideology and Politics" Does Not Mean That Professional Courses Should Always Mention Ideological and Political Content

Professional courses are different from ideological and political courses, and the teaching of professional theoretical knowledge is always the foundation, main body, and core of professional courses. The main teaching content of professional courses should be professional knowledge and skills from beginning to end, and then we can integrate ideological and political education. We should avoid the phenomenon of "overcorrection" and "putting the cart before the horse".^[3,5]

2.2. Ideological and Political Education Should Pay Attention to the Ways and Methods, and Organically Integrate them with the Content of Professional Courses

The ideological and political education in professional course is not a deliberate behavior, which requires the natural integration of ideological and political education and professional knowledge teaching. On the one hand, contemporary college students are mainly born in the '95s' and '00s' generation. They pursue independent thinking, value individuality, advocate freedom, dare to question and challenge 'authority', and have a natural resistance to preaching. Therefore, it is

necessary to pay attention to the methods and methods of ideological and political education for them. On the other hand, as mentioned earlier, the main teaching content of professional courses is always professional knowledge. We cannot deliberately and abruptly carry out ideological and political education. We should organically combine ideological and political education with the teaching of professional knowledge, naturally transitioning from professional knowledge to ideological education, in order to achieve subtle influence.

2.3. The Content of "Curriculum Ideology and Politics" is Very Extensive

The essence of ideological and political education is to guide students to establish the world outlook and outlook on life as well as values that are in line with the social development. Therefore, the ideological and political education covers a wide range, including but not limited to "Xi's Thought" on Socialism with Chinese Characteristics for a New Era, socialist core values, professional ethics, sense of responsibility, etc. For example, the course of "Market Research" can provide legal and integrity education, it also can teach students the importance of teamwork by using the method of "group teaching". And the course "Human Resource Management" can help students understand the wisdom of the Chinese nation by explaining the human resource management ideas contained in ancient Chinese culture, thereby stimulating their patriotism, strengthening their sense of national pride and cultural confidence.^[2]

2.4. The Form of "Curriculum Ideology and Politics" is Not Limited to Classroom Narration

When talking about ideological and political education, teachers tend to be more likely to think about how to "preach", that is, how to teach through narration in class, but in fact, education is not limited to "preach", but also "example". In addition to language narration, teachers' behavior is also an important part of ideological and political education. For example, physical education teachers can not deliberately explain through words, but through their own every move, and even through the characteristics of "sports" itself, to shape students' qualities like "struggle", "endure hardship" and "do not give up".

3. Exploration and Practice of the Construction of "Curriculum Ideology and Politics" System in Marketing

3.1. Construction of the Module of Ideological and Political Content in Professional Courses of Marketing Based on Topcares Integrated Talent Training Mode

The TOPCARES integrated talent cultivation model is a characteristic talent cultivation model of Chengdu Neusoft University ("CNU" for short), with the aim of continuously promoting education and teaching reform and exploring the cultivation of IT applied talents. The CNU follows the idea of "what direction to teach, what to teach, who to teach, how to teach, what to teach, and how to teach", combined with the requirements of national development strategy and regional industry economic development, actual needs of parents and students, national professional standards, industry standards and school development requirements, established an integrated applied talent training model with the "TOPCARES" capability indicator system as the core.

The word "TOPCARES" is composed of the initial letters of eight first level competency indicators in English. In the entire "TOPCARES" integrated talent cultivation model, the CNU has constructed an integrated ability indicator system covering knowledge, ability, and quality, which includes 8 targets in grade 1, 34 in grade 2 and 126 in grade 3.

In addition to cultivating professional abilities, this indicator system places special emphasis on moral education. For example, the first level indicators such as "Attitude and manner", "Responsibility", and "Ethical values" are all related to ideological and political education. As shown in Table 1.

Table 1 TOPCARES Level 1 capacity indicator.

Abbreviation	TOPCARES (Level 1 capability indicator)
T	Technical knowledge and reasoning
O	Open thinking and innovation
P	Personal and professional skills
C	Communication and teamwork
A	Attitude and manner
R	Responsibility
E	Ethical values
S	Social value created by application practice

Based on the professional training objectives and talent development needs, each major in the CNU determines a professional competency indicator system in conjunction with the "TOPCARES" competency indicator system, and maps this indicator system to educational and teaching links such as courses, projects, special topics, and activities and activities.

Take Marketing as an example, the TOPCARES ability system of this major includes 8 targets in grade 1, 34 in grade 2 and 70 in grade 3, in which more than 10 targets in grades 3 related to ideological and political education, covering multiple aspects such as personal attitude, professional ethics, responsibility, social ethics, compliance with laws and regulations, patriotism, etc. These indicators form a one-to-one mapping with the entire professional curriculum system, ensuring the specific implementation of professional talent cultivation goals. As shown in Figure 1.

TOPCARES Indicators			Courses		Specialized Courses							
					Introduction of Marketing	Marketing	Consumer Behavior	Sand Table Training of Enterprise Operation	Brand Management	Fundamentals of E-commerce	Big Data Marketing	New Media Marketing
5 Attitude and manner	5.1 Individual attitudes and habits	5.1.1 Life attitude and habits										
		5.1.2 Learning attitude and habits	L									
	5.2 Professional Attitudes and Habits	5.2.1 Professional dedication (confident, passionate, and passionate about career)			L	L						
		5.2.3 Seeking Truth from Facts										
5.3 Social attitudes and habits	5.3.3 Attitudes and habits towards teachers, family and friends											
	6.1 Responsibility towards oneself	6.1.2 Responsibility for one's own health										
6.1.3 Responsibility for achieving self-worth												
6 Responsibility	6.2 Responsibility to others	6.2.2 Responsibility to others						M				
		6.3 Professional Responsibility	6.3.1 Professional ethics, integrity, and the courage to take responsibility					M		M		L
	6.3.2 Professional behavior											
	6.3.3 Keep pace with the development of relevant fields around the world											
6.4 Responsibility to society	6.4.1 Social Ethics											
	6.4.2 Compliance with Laws and Regulations									L		
7 Ethical values	7.1 Personal Values	7.1.1 Pursuing Knowledge and Truth										
		7.2 Professional Values	7.2.1 Recognizing professional norms									M
	7.2.3 Individual and team growth together				L							
	7.3 Social Values	7.3.1 Adhere to Marxist guiding										
		7.3.2 Adhering to the Common Ideal of Socialism with Chinese Characteristics										
7.3.3 Adhere to the national spirit centered on patriotism and the spirit of the times centered on reform and innovation												
7.3.4 Honesty and trustworthiness												

Figure 1 Mapping Competence Indicators and Curriculum System for Marketing (local).

However, as can be seen from the professional competence index system, the TOPCARES ability indicator cannot be used solely as a "Curriculum ideology and politics" indicator. For example, the coverage of ideological and political elements is not comprehensive enough. Most TOPCARES indicators target personal character such as dedication, trustworthiness and seeking truth from facts, which at the same time lack of things like cultural identity, historical view, etc.

Therefore, based on the actual situation of Marketing of the CNU, the author has analyzed and summarized a relatively clear and unified content module of ideological and political education, including 4 indicators in grade 1 which named after the thoughts of Chinese tradition: "Xiushen, Qijia, Zhiguo, Pingtianxia", in other words, "rectifying the mind, regulate the family, country and the world". And then there are 15 indicators in grade 2 such as personal morality and scientific literacy in this system, which reflects a gradual progression from micro to macro levels. As shown in Table 2.

Table 2 Index system of "Curriculum ideology and politics" of Marketing.

Grade 1	Grade 2	Index content description	Part of reference cases
Xiushen	Personal morality	Honesty, friendliness, courage, tolerance, etc	
	Scientific literacy	Respect for science	Pseudoscience (such as mobile phone base station radiation, microwave oven radiation, etc.), random release, all kinds of anti-intellectual remarks during the epidemic, etc
	Artistic appreciation	Chinese culture and cultural confidence	Excellent traditional culture and dross (disciple rules, 24 filial piety, "female virtue", and other pseudo-traditional folk customs, etc.)
	Professional quality	Dedication and professional ethics	
Qijia	The spirit of collectivism	Team spirit and responsibility	
	Family responsibility		Widowed parenting, family division of labor, giant baby, gnawing the elderly, etc
	Equal respect	Gender equality, freedom of belief, diversity and inclusiveness, and family member personality	Sexism, stereotypes
Zhiguo	Patriotism	China dream	Anti-American aid to North Korea, poverty alleviation, "national team bargain"
	Spirit of rule of law	Freedom, equality, justice and the rule of law	Affpathetic criminal, the perfect victim
	Chinese history	Confidence in Chinese history and culture	
	Creative spirit	analyse mentally	
Pingtianxia	International view	international view	
	World view of history	conception of history	
	Religion view	Freedom of faith, "belief" dose not mean "religious belief"	Chinese faith
	Political identity	We should have confidence in the socialist path, the theory, and the system	Understanding of "democracy", Xi's scientific judgment (supply-side reform, etc.)

3.2. How to Map Indicators of "Curriculum Ideology and Politics" into Professional Courses—— Take Some Courses as an Example

On the basis of constructing the index system of "Curriculum ideology and politics", the research team has redesigned the main professional courses of Marketing of the CNU, integrating ideological and political knowledge into the course implementation process. The mapping of some courses is shown in Table 3:

Table 3 The mapping of ideological and politics education and professional courses of Marketing of the CNU.

Courses	Related sections	Ideological and political elements	Secondary indicators
market research	Market research course guidance	1. Equity and equality; 2. Team consciousness; 3. Unity and friendship	Spirit of rule of law, spirit of collectivism, personal character
	Market research scheme	1. Responsibility consciousness; 2. Team cooperation consciousness	The spirit of collectivism
	Market questionnaire	Craftsmanship spirit	Professional quality
	Market survey sampling	Craftsmanship spirit	Professional quality
	Organization and implementation of market research	Honesty and dedication	Personal character, professional quality
	Survey data analysis	1. Integrity; 2. Rule of law; 3. Sense of responsibility; 4. Sense of teamwork	Personal character, spirit of rule of law, spirit of collectivism
	market survey report	1. Honesty; 2. Rule of law	Personal character, the spirit of the rule of law
HRM	Introduction of the course teaching content (the core idea of human resource management)	1. Honesty; 2. Civilization; 3. Dedication; 4. Equality	Personal character, professional quality, equal respect
	Human resource management knowledge practice	1. Know people, choose people; 2. Unremitting self-improvement, hard work; 3. Abide by the law, dedication and love	Personal character, the spirit of the rule of law
	Performance indicators	1. Responsibility and responsibility; 2. Fair and justice; 3. Team cooperation and mutual help	Spirit of collectivism, personal character, spirit of rule of law
	Training in the Internet age	Lifelong learning	Scientific literacy
The basis of economics	Course guidance	1. Clear waters and green mountains are gold and silver mountains; 2. Family responsibility; 3. Gender equality	Political identity, family responsibility, equal respect
	Market supply and demand and elasticity theory	Love the country and the Party (agricultural tax, COVID-19, medical insurance and drug negotiations, etc.)	Patriotic love the party
	theory of consumer's behavior	Saving consciousness	Personal morality
	theory of the firm	Supply-side structural reform	Political identity
	National income accounting	Love the country and the Party (China's economic development, solving food problems and other cases)	Patriotic love the party
	National income decision	1. Supply-side structural reform; 2. Clear water and green mountains are gold and silver mountains; 3. Political identity (cases of Ukrainian color revolution, understanding of "democracy", etc.)	Political identity

3.3. Teaching Method of "Curriculum Ideology and Politics"

Design of teaching steps and teaching methods can let students personally "practice" ideological

education, to enhance their ideological understanding. In Marketing of the CNU, in addition to the traditional teaching method, most courses adopt various teaching methods for ideological and political education based on their own situation. For example, cultivating students' sense of responsibility through group teaching method and role playing can help students understand that they should be dedicated to their work.^[1,2]

4. Conclusion

At the National Conference on Ideological and Political Work in Colleges and Universities, President Xi stressed that the foundation of colleges and universities is to cultivate people by virtue, which means "Curriculum ideology and politics" is the necessary path for the construction of professional courses in universities. In fact, after summarizing and combing, it can be found that most of the university teachers have been or are unknowingly carrying out ideological and political education in the process of teaching specialized courses, but they lack of systematic design and regular implementation. As university teachers, to do a good job in "Curriculum ideology and politics", at the first it is necessary to have a correct understanding of the necessity and inevitability of "Curriculum ideology and politics", identify and value it, and be proactive in building it. Secondly, teachers need to conduct in-depth analysis of the curriculum, deconstruct the knowledge points of the curriculum, explore the integration points of professional knowledge and ideological and political education, and scientifically and reasonably conceive and design the content of ideological and political education in major courses. Thirdly, it is necessary to innovate teaching methods to subtly enhance students' ideological and moral levels, in order to achieve the fundamental goal of "cultivating morality and cultivating talents".^[4,5]

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