



## Course Outline

### 智能零售与 B2B 增长管理研究生文凭

### Postgraduate Diploma in Growth Management for Smart Retail and B2B

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Those who complete the "Residential Workshop", ten required modules and the "Growth Management for Smart Retail and B2B Final Project", and pass the assessments will be awarded the "Postgraduate Diploma in Growth Management for Smart Retail and B2B".

1	<b>Residential Workshop</b>
2	<b>AIGC and Marketing Applications</b>  This module teaches students the knowledge, technology, and skills required for in-depth study of cutting-edge AIGC applications and establishes strategies to focus on improving artificial intelligence marketing empowerment.  main content: <ul style="list-style-type: none"><li>• The rapidly changing business environment in the digital era</li><li>• Artificial intelligence and marketing environment in the digital and AI era</li><li>• AI creative industry, marketing and brand building</li><li>• AI intelligent business models</li></ul>



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3	<p><b>Real-time Demand Monetization – Live Streaming and Video Marketing</b></p> <p>This module teaches students the knowledge, technology, and application skills required for in-depth study of cutting-edge real-time monetization, and establishes strategies that focus on improving real-time monetization, live streaming, and video marketing empowerment.</p> <p>main content:</p> <ul style="list-style-type: none"> <li>• The strategies of enterprises for existing channels and extended channels</li> <li>• E-commerce and e-commerce ecosystems</li> <li>• Digital marketing platform</li> <li>• Live broadcast, Douyin, and short video marketing</li> </ul>
4	<p><b>Uni-marketing and Overseas Growth Strategies</b></p> <p>This module teaches students the knowledge, technology and application skills required to conduct in-depth study of cutting-edge growth marketing and establish strategies to focus on improving business opportunities.</p> <p>main content:</p> <ul style="list-style-type: none"> <li>• Uni-marketing and traditional marketing</li> <li>• Cultures of value creation and growth marketing companies</li> <li>• Uni-marketing execution and operations</li> <li>• Brand and corporate overseas marketing strategies</li> </ul>
5	<p><b>Agile and Digital Supply Chain Management</b></p> <p>This module teaches students the in-depth knowledge and applications of agile supply chain management required for cutting-edge operations to ensure the smooth execution of the digital supply chain to the greatest extent, to support the supply chain strategy and corporate goals, and to create competitive advantages.</p> <p>main content:</p> <ul style="list-style-type: none"> <li>• Supply chain management and strategy</li> <li>• Supply Chain and Customer / Shopper Relationship Management</li> <li>• Supply chain and supplier relationship management</li> <li>• Supply chain inventory and operations management</li> <li>• Supply chain talent management</li> </ul>



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6	<p><b>Category Management and Digital Merchandising</b></p> <p>This module teaches students to explore category management and digital merchandising sales to improve corporate operational efficiency and sales performance.</p> <p>main content:</p> <ul style="list-style-type: none"><li>• Understand customers, determine categories and product sales contribution</li><li>• Digital category and merchandise management plan</li><li>• Execution of digital category and merchandising management</li><li>• Integration of resources</li></ul>
7	<p><b>Social Marketing and Brand Communication</b></p> <p>This module teaches students the social marketing and brand communication knowledge required for cutting-edge retail and B2B operations, and to effectively disseminate relevant information to the target audience.</p> <p>main content:</p> <ul style="list-style-type: none"><li>• Digital social marketing strategy for retail and B2B brands</li><li>• Social marketing communication goals and core messages</li><li>• Social marketing communication methods and financial budgeting</li><li>• Social Marketing Media Planning</li><li>• Effectiveness evaluation of social marketing communications</li></ul>
8	<p><b>Innovative Product Development and Growth Marketing</b></p> <p>This module teaches students to develop innovative products that meet B2B and B2C customer needs with advanced technological developments, and formulate effective new product marketing plans for execution.</p> <p>main content:</p> <ul style="list-style-type: none"><li>• Innovative Products: Concepts and Processes</li><li>• Strategies for building innovative products from understanding customer needs and consumer insights</li><li>• Brand positioning and communication of innovative products</li><li>• Marketing strategy management for the launch of innovative products</li></ul>



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9	<p><b>Market Leadership and Business Negotiation</b></p> <p>This module teaches students how to use influencing and negotiation skills to communicate effectively with internal colleagues and external partners to achieve corporate and marketing goals.</p> <p>main content:</p> <ul style="list-style-type: none"> <li>• Sales Team Management and Leadership</li> <li>• Industry market leadership</li> <li>• Business negotiation process</li> <li>• Corporate Negotiation Strategies</li> </ul>
10	<p><b>Key Account Growth Management and Relationship Marketing</b></p> <p>This module teaches students how to analyze the characteristics of key account customers, formulate corresponding marketing plans based on the different life cycles of customers, and implement them effectively.</p> <p>main content:</p> <ul style="list-style-type: none"> <li>• Characteristics of key accounts and sales</li> <li>• Develop growth plans for key accounts</li> <li>• Customer values, growth, and life cycle management</li> <li>• Customer relationship management system and execution</li> </ul>
11	<p><b>Omni-channel Business Growth and Experience Management</b></p> <p>This module teaches students to formulate multi-channel management strategies and systems to provide B2B and B2C customers with excellent overall customer experience.</p> <p>main content:</p> <ul style="list-style-type: none"> <li>• Development of omni-channel growth strategies</li> <li>• Omni-channel growth methods and options</li> <li>• Design and management of omni-channel growths</li> <li>• Omni-channel growth conflicts and control</li> <li>• Omni-channel experience strategies</li> </ul>
12	<p><b>Growth Management for Smart Retail and B2B Project Final Project</b></p>



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	<p>This project aims to integrate the decision-making concepts and practical methods of each unit, by conducting research on selected topics and writing uni-marketing business growth reports and plans, to enhance students' understanding and application of Growth Management for Smart Retail and B2B with practical action plans.</p> <p>Students need to integrate the knowledge learned in different units of the course, make in-depth analysis of the needs and current situation of the company, understand the company's strategy, competition, and opportunities it faces, and then put forward suggestions and solutions for B2B and/or growth market strategies that can be integrated with the corporate business development. Drive needed changes within the organization and effectively manage B2B and/or B2C marketing strategies and improve the overall performance of the business.</p>
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