

The Integration and Practical Exploration of the Digital Marketing Module in the Marketing Curriculum System

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Abstract

This paper focuses on the integration and practice of digital marketing module in the marketing curriculum system. The need of integration, including the limitations of traditional marketing courses and the promotion of students' employment competitiveness. This paper deeply discusses the course content, teaching methods and the integration methods of teachers, and introduces the practical exploration measures such as establishing digital marketing laboratory, carrying out school-enterprise cooperation projects and organizing discipline competitions. Through the analysis of the practical results and problems, the targeted optimization suggestions are put forward. At the same time, the introduction of relevant foreign research results, aims to comprehensively and deeply explore the development path of digital marketing module in the marketing curriculum system, so as to cultivate excellent marketing talents to meet the needs of The Times.

Keywords

Digital Marketing Module; Curriculum Integration; Teaching Methods; School-Enterprise Collaboration.

1. Introduction

In the current digital wave sweeping the world, digital marketing has become the core component of enterprise marketing strategy. From targeted advertising on social media to personalized recommendations based on big data, digital marketing is reshaping the market landscape at an unprecedented speed and depth. According to Statista statistics, global digital marketing spending has continued to grow over the past five years and is expected to reach hundreds of billions of dollars by 2025. This rapid development has not only changed the marketing mode of enterprises, but also puts forward new requirements for the cultivation of marketing professionals. For colleges and universities, the traditional marketing curriculum system has been difficult to meet the market demand for digital marketing talents. How to effectively integrate the digital marketing module into the existing curriculum system, and improve the students' practical operation ability through practical teaching, has become an urgent problem to be solved. This paper will discuss in depth around this theme, aiming to provide a useful reference for the reform and development of marketing education.

2. The Necessity to Integrate Digital Marketing Modules in the Marketing Curriculum System

2.1. Market Demand-Driven Development

2.1.1. Companies' Thirst for Digital Marketing Talent

Globally, corporate demand for digital marketing talent has exploded. According to LinkedIn's Global Digital Marketing Talent Trends 2024 report (see Table 1), hiring demand for digital marketing jobs has increased by over 50% over the past three years; in Europe, up to 35%. In the Asia-Pacific region, especially in emerging markets such as China and India, with the booming development of e-commerce and Internet industries, the demand for digital marketing talents has increased more sharply.

Table 1. Growth rate of digital marketing jobs in major regions of the world from 2021 to 2024

area	Growth rate in 2021	Growth rate in 2022	Growth rate in 2023	Growth rate in 2024
North America	12%	18%	15%	7%
Europe	8%	10%	9%	8%
Asia-Pacific	15%	22%	25%	10%

2.1.2. The Core Position of Digital Marketing in the Enterprise Marketing Strategy

With its unique advantages, digital marketing has become a key means for enterprises to achieve their marketing goals. In terms of customer acquisition, through search engine optimization (SEO) and search engine marketing (SEM), enterprises can improve their ranking in search engines and attract more potential customers; in terms of customer interaction, social media marketing and content marketing provide a platform for enterprises to be directly communicate with customers and enhance customer stickiness and loyalty; in the evaluation of marketing effect, digital marketing can collect and analyze a large amount of data in real time to help enterprises accurately evaluate the effect of marketing activities and timely adjust marketing strategies.

2.2. Limitations of Traditional Marketing Courses

2.2.1. The Disconnection between Theory and Practice

Traditional marketing courses focus on the teaching of theoretical knowledge, such as marketing management, market research, consumer behavior, etc. Although these theoretical knowledge provides students with a solid marketing foundation, practical students often struggle to combine theoretical knowledge with digital marketing practice. For example, in traditional market research courses, students mainly learn questionnaires, interviews and other methods, but they lack of understanding of how to use big data for market analysis and consumer insight.

2.2.2. The Lag of the Knowledge System

In digital marketing, new technologies and marketing tools are emerging. However, the knowledge system of traditional marketing courses[3] is updated relatively slowly, and it is difficult to cover the latest developments of digital marketing. For example, the application of artificial intelligence in marketing, short video marketing, live streaming and other emerging fields are often not fully reflected in the traditional marketing courses.

2.3. Enhance Students & Competitiveness in Employment

2.3.1. The United States

In the United States, the realm of digital marketing skills has been a game - changer when it comes to expanding employment channels for students. In the past, the marketing job landscape was primarily dominated by traditional roles. Students aiming for a career in marketing usually set their sights on positions like marketing specialists, whose main tasks revolved around developing marketing strategies, conducting market research, and coordinating promotional activities. Advertising planners were another staple, responsible for creating and implementing advertising campaigns across various traditional media platforms such as television, radio, and print.

However, the digital revolution has transformed the marketing industry, opening up a plethora of new opportunities. Today, students are no longer confined to these traditional paths. The field of digital marketing has emerged as a vibrant and rapidly growing domain, brimming with exciting job prospects. For instance, the role of a social media manager has become indispensable for companies of all sizes. Social media managers are tasked with creating and curating engaging content for platforms like Facebook, Instagram, Twitter, and LinkedIn. They need to understand the unique algorithms of each platform, analyze user behavior, and build communities around the brand. This not only requires creativity but also a deep understanding of digital marketing principles.

SEO (Search Engine Optimization) experts are also in high demand. In a world where most consumers start their product searches online, having a strong online presence is crucial for businesses. SEO experts work on optimizing websites to rank higher in search engine results pages. They research relevant keywords, optimize website content, and build backlinks to improve a website's visibility. Their skills are essential for driving organic traffic to a company's website, which in turn can lead to increased sales and brand awareness.

Data analysis specialists are another key component of the digital marketing ecosystem. With the vast amount of data generated in the digital world, these professionals are responsible for collecting, analyzing, and interpreting data related to marketing campaigns. They can determine which marketing strategies are working, identify areas for improvement, and make data - driven decisions to optimize future campaigns. These emerging digital marketing jobs not only offer diverse and fulfilling work but are also paid relatively well. According to industry reports, the average salary for a social media manager in the US can range from \$50,000 - \$80,000 per year, while SEO experts and data analysis specialists can earn even higher salaries, especially with more experience and in larger companies.

2.3.2. Enhance Your Career Development Potential

In this digital age, students armed with digital marketing skills possess a significant edge in terms of career development potential. As technology continues to reshape the business landscape, enterprises of all industries are placing an ever - increasing emphasis on digital marketing. The digital realm offers a level of reach and targeting precision that traditional marketing simply cannot match.

For companies, digital marketing has become a cornerstone of their business strategies. They are constantly looking for talented individuals who can navigate the complex digital marketing landscape. This means that the position of digital marketing talents within enterprises is growing in importance. By learning digital marketing knowledge and skills, students are better equipped to meet the evolving needs of these companies.

For example, in a large multinational corporation, a digital marketing professional can be in charge of global marketing campaigns. They use their understanding of digital platforms to create campaigns that can reach a worldwide audience. They can segment the target market based on various factors such as demographics, interests, and online behavior, and then tailor

marketing messages to each segment. This level of targeted marketing can lead to higher conversion rates and a better return on investment for the company.

In terms of career promotion, digital marketing skills can act as a powerful catalyst. As employees prove their proficiency in digital marketing, they become more valuable to the company. They may be given more responsibilities, such as leading a marketing team or handling major accounts. With the continuous evolution of digital marketing technologies, there are always new opportunities for learning and growth. Employees who stay updated with the latest trends and tools in digital marketing are more likely to be considered for promotions. For instance, the emergence of new social media platforms or changes in search engine algorithms creates a need for employees who can adapt quickly and develop new marketing strategies. In conclusion, digital marketing skills offer students a pathway to not only secure a rewarding job but also to build a long - term, successful career in the dynamic world of business.

3. The Integration Mode of the Digital Marketing Module in the Marketing Curriculum System

3.1. Integration of Course Content

3.1.1. Digital Marketing Penetration in the Basic Courses

In the marketing principles, consumer behavior and other basic courses, increase the proportion of digital marketing related content. For example, in the course of marketing principles, in addition to explaining the traditional 4P theory, the 4C theory (consumer, cost, convenience, communication) in digital marketing is also introduced, and the differences and applicable scenarios between the two are compared. In the course of consumer behavior, the influence of digital technology on consumer behavior is analyzed, such as the influence of social media on consumers purchasing decisions, and the change of mobile devices on consumers shopping habits, etc.

3.1.2. Deepening of Digital Marketing in Professional Courses

In advertising, market research, marketing planning and other professional courses, in-depth explanation of the relevant knowledge and skills of digital marketing. In the advertising course, the types, production process and delivery strategies of digital advertising are introduced in detail, including search engine advertising, social media advertising, video advertising, etc. In the market research course, students are taught how to use network research tools and big data analysis methods to conduct market research, such as using questionnaire star to conduct online questionnaire survey, and using Baidu statistics to analyze website traffic data, etc. In the marketing planning course, students are required to develop digital marketing planning programs, including goal setting, strategy selection, budget planning, and effect evaluation, etc.

3.1.3. An Independent Digital Marketing Course

Independent digital marketing courses to systematically introduce all aspects of digital marketing. The course includes digital marketing overview, search engine marketing, social media marketing[4], content marketing, email marketing, data analysis and optimization. In the teaching process, we pay attention to the combination of theory and practice, and let students practical case analysis, simulation operation and project practice master the practical application skills of digital marketing.

3.2. Integration of Teaching Methods

3.2.1. Application of the Case-based Teaching Method

Case teaching method is one of the commonly used methods in digital marketing teaching. By introducing the digital marketing cases of well-known enterprises at home and abroad, students can analyze the marketing strategy, implementation process and effect evaluation in

the cases. For example, analyze Apple digital marketing case and explore how it can build its brand image and promote new products through a combination of social media, content marketing and online and offline activities. In the process of case analysis, guide students to think about the successful elements and challenges of digital marketing, and cultivate students ability to analyze and solve problems.

3.2.2. Implementation of the Project Teaching Method

Project teaching method requires students to choose an actual enterprise or product, formulate digital marketing plan, and conduct implementation and evaluation. In the process of project implementation, students need to use the digital marketing knowledge and skills they have learned to conduct market research, target customer positioning, marketing strategy formulation, advertising production and delivery, etc. Through project practice, students can experience the whole process of digital marketing and improve teamwork and practical operation. At the same time, teachers can guide and evaluate students projects, find problems in time and give feedback.

3.2.3. The Adoption of the Mixed Online and Offline Teaching Method

Using online teaching platforms, such as Coursera, edX, etc., to provide a rich digital marketing science

4. The Practical Exploration of the Digital Marketing Module in the Marketing Curriculum System

4.1. Establish a Digital Marketing Laboratory

4.1.1. Construction of Laboratory Hardware Facilities

The digital marketing laboratory is equipped with advanced hardware facilities, including high-performance computers, servers, projectors, electronic whiteboards, etc. At the same time, in order to meet the needs of students for digital marketing practice, the laboratory has also installed professional digital marketing software and tools, such as Adobe Analytics (for data analysis), HubSpot (for marketing automation), Buffer (for social media management) and so on. These software and tools can help students to simulate the real digital marketing environment and carry out a variety of digital marketing activities.

4.1.2. Laboratory Practice Teaching Arrangement

In the digital marketing lab, a series of hands-on teaching courses and programs are arranged. For example, students can use search engine optimization software for keyword research, website optimization and ranking monitoring; social media management tools for social media account operation, content release and fan interaction; and data analysis software for collect, organize and analyze market data. Through these practical teaching activities, students can better master the practical operation skills of digital marketing and improve their practical ability.

4.2. Carry Out School-Enterprise Cooperation Projects

4.2.1. Form of School-Enterprise Cooperation Projects

School-enterprise cooperation projects mainly include internship, practical training and industry-university-research cooperation. Students can practice in enterprises and participate in their actual digital marketing projects, such as social media operations, search engine optimization, content creation, etc. In terms of practical training, the school cooperates with enterprises to carry out digital marketing practical training courses, and professionals from enterprises serve as practical training instructors to lead students to carry out practical project operations. In addition, the university also carries out industry-university-research

cooperation projects with enterprises to jointly conduct research and development in the field of digital marketing, and provide technical support and solutions for enterprises.

4.2.2. Effect Evaluation of School-Enterprise Cooperation Projects

In order to evaluate the effect of the school-enterprise cooperation project, the school has established a set of perfect evaluation system. Through the students internship report, practical training results, enterprise feedback and other aspects of the comprehensive evaluation. The evaluation results show that the school-enterprise cooperation project can effectively improve students' practical ability and professional quality, and enhance their employment competitiveness. At the same time, it also provides an excellent talent reserve for the enterprise and promotes the development of the enterprise.

4.3. Organizing Discipline Competitions

4.3.1. Type of Discipline Competition

Organize students to participate in discipline competitions related to digital marketing, such as the National College Students Network Marketing Ability Competition, Chinese College Students New Media Marketing Innovation Competition, the marketing simulation competition held by the American Marketing Association, etc. These contests cover all aspects of digital marketing, such as search engine marketing, social media marketing, content marketing, data analysis, and more. Students can choose to participate in different competitions according to their own interests and specialties.

4.3.2. Organization and Guidance of Discipline Competitions

In the process of organizing the discipline competition, the school has set up a special competition guidance group, composed of digital marketing professional teachers and enterprise experts. The steering group is responsible for the publicity of the competition, registration, and guidance of training. In the process of training, teachers and experts will explain the rules and requirements of the competition to students and teach the numbers.

5. Results and Problem Analysis of Practice and Exploration

5.1. Results

5.1.1. Improve Students Ability

By integrating digital marketing modules in the marketing curriculum system and carrying out practical exploration, students' digital marketing knowledge and skills have been significantly improved. In the discipline competition, the student team has achieved excellent results. In the National College Students Network Marketing Ability Competition, the student team has won the first prize and the second prize for many times. At the same time, students practical ability and innovative thinking have also been exercised, and they can independently formulate digital marketing planning programs, and conduct implementation and evaluation.

5.1.2. Greater Employment Competitiveness

Table 2. Employment situation of marketing graduates from 2022 to 2024

year	Proportion of the digital marketing work	Average starting salary (RMB / month)
2022	30%	5000
2023	40%	5500
2024	50%	6000

The employment competitiveness of students has been significantly enhanced. According to the statistics of the university's Employment Guidance Center (see Table 2), the proportion of marketing graduates working in digital marketing has increased year by year in the past three

years, from 30 percent in 2022 to 50 percent in 2024. At the same time, the starting salary of the graduates is also relatively high, which has been well received by the employers.[1]

5.2. Problem Analysis

5.2.1. Lack of Practical Teaching Resources

Although the school has established a digital marketing laboratory, the practice teaching resources are still relatively inadequate. Digital marketing software and tools are updated quickly, and schools need to constantly invest in the update and maintenance of software and tools. At the same time, the number of laboratory equipment is limited, and it is difficult to meet the practical needs of all students. In addition, the number of off-campus practice teaching bases also needs to be increased to provide more internship and practice opportunities.

5.2.2. Insufficient Depth of School-Enterprise Cooperation

The depth and breadth of school-enterprise cooperation is not enough. Some enterprises do not participate too much in student practice projects, and they simply arrange students to carry out some basic work, making it difficult for students to access the core digital marketing business of enterprises. At the same time, there are still some problems in the communication and coordination between enterprises and schools, which will affect the effect of practical teaching.

5.2.3. The Practical Ability of the Teaching Staff Needs to Be Improved

Despite various ways to improve their digital marketing level, some teachers still lack practical project experience. In the teaching process, it is difficult for teachers to integrate the practical work experience and cases into the teaching, which leads to the disconnection between the teaching content and the practical application. In addition, teachers' teaching methods and means also need further innovation to improve students' interest and participation in learning.

6. Suggestions on Optimizing the Teaching of Digital Marketing Module

6.1. Strengthen the Construction of Practical Teaching Resources

6.1.1. Increase Capital Investment

Schools should increase funding for the teaching resources of digital marketing practice, and regularly update digital marketing software and tools to ensure that students have access to the latest technologies and tools. At the same time, increase the number of laboratory equipment, improve the efficiency of laboratory use. In addition, special funds can be set up to support students to participate in training and competitions related to digital marketing.

6.1.2. Expand Practical Channels

Actively cooperate with enterprises to establish more off-campus practice teaching bases. Sign cooperation agreements with the enterprise, clarify the rights and obligations of both parties, to ensure that students can get full practical opportunities and guidance in the enterprise. At the same time, students are encouraged to participate in the internship and practical training projects of enterprises, and exercise their practical ability through practical work. In addition, the network platform can also be used to carry out virtual practice teaching, so that students can carry out digital marketing practice operation in the virtual environment.

6.2. Deepening school-Enterprise Cooperation

6.2.1. Establish a Long-Term Cooperation Mechanism

Establish a long-term mechanism for school-enterprise cooperation, and strengthen the communication and coordination between enterprises and schools. The school-enterprise cooperation committee is established, composed of school leaders, enterprise executives and teachers' representatives, which is responsible for coordinating the work of school-enterprise

cooperation. Regular school-enterprise cooperation meetings are held to discuss talent training programs, curriculum setting, practical teaching and other issues to ensure the smooth progress of school-enterprise cooperation.

6.2.2. Jointly Carry Out Project Research

Enterprises and schools can jointly carry out digital marketing project research, and combine the actual needs of enterprises with the scientific research strength of schools. Through project research, it can not only solve practical problems for enterprises, but also improve the scientific research ability and practical level of teachers and students. At the same time, enterprises can provide financial and technical support for project research, while schools can provide talent and intellectual support for enterprises to achieve mutual benefit and win-win results.

6.3. Improve the Practical Ability of the Teachers

6.3.1. Encourage Teachers to Practice

Teachers are encouraged to participate in corporate digital marketing projects and accumulate practical work experience. The school can formulate relevant policies to give certain rewards and support to the teachers participating in the enterprise projects, such as providing teaching workload reduction and scientific research fund subsidy. By participating in enterprise projects, teachers can not only have a deep understanding of the industry dynamics and the actual business needs, but also integrate the experience and cases in the project into the teaching, making the teaching content more vivid and practical.

6.3.2. Strengthen Training and Further Study

Regularly organize teachers to participate in training and training courses in the field of digital marketing, and update their knowledge system in time. The training content can cover the latest technologies, tools and methods of digital marketing[2], such as artificial intelligence marketing, the application of blockchain in marketing, etc. At the same time, teachers are encouraged to participate in academic seminars and industry forums at home and abroad, exchange experience with peers, broaden their horizons, and improve their academic level and teaching ability.

6.3.3. Establish a Teacher Practice Assessment Mechanism

Establish and improve the teachers' practice appraisal mechanism, and incorporate teachers' practical ability and practical results into the performance appraisal system. The assessment content can include teachers' participation in enterprise projects, the effect of guiding students' practice, and the achievements achieved in practical teaching, etc. Through the establishment of the assessment mechanism, teachers are encouraged to actively participate in practical teaching and constantly improve their practical ability.

7. Conclusion

The importance of digital marketing in today's market environment is self-evident. The integration of digital marketing module into the marketing curriculum system and practical exploration is the key measure to cultivate marketing talents to meet the needs of The Times. Through the research of this paper, we find that the integration of digital marketing module can effectively meet the market demand for digital marketing talents, make up for the shortage of traditional marketing courses, and significantly improve the competitiveness of students in employment.

In terms of integration, the comprehensive integration of course content, teaching methods to the teaching staff provides a systematic guarantee for digital marketing teaching. The establishment of digital marketing laboratory, the development of school-enterprise cooperation projects and the organization of discipline competitions and other practical

exploration, effectively improve the students' digital marketing practice ability and innovative thinking.

Although in the process of practice teaching resources, insufficient depth of university-enterprise cooperation and teachers' practical ability to improve, but by strengthening the construction of practice teaching resources, deepen the cooperation and improve the teachers practice ability targeted optimization Suggestions, is expected to gradually solve these problems, to further improve the digital marketing module teaching.

In the future, with the continuous development of digital technology, marketing curriculum system of digital marketing module also need to continue optimization and innovation, closely tracking industry dynamics, constantly update the teaching content and methods, to cultivate more solid theoretical basis and rich practical experience of excellent digital marketing talents, to promote enterprise development and social economic progress to make greater contribution.

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