

MARKETING AND LOGISTICS DEPARTMENT

1. Educational Objective:

Our program cultivates future experts in marketing and logistics, providing students with a solid foundation of knowledge and practical skills to excel in both traditional settings and the rapidly evolving technological landscape.



2. COURSE HIGHLIGHTS

✓ Marketing Group

- AI and Business Application, Influencer
- Influencer Live-Streaming Interaction
- Smart Intergration of Marketing Technology
- Online-Offline Strategies

✓ Logistics Group

- Introduction to Artificial Intelligence
- Internet of Things (Iot)
- Logistics Technology and Carbon Management
- Cold Chain Management

3. DEPARTMENT FEATURES

- ✓ Specialized training in marketing and logistics
- ✓ Integration of theory and practical experience
- ✓ Fostering professional attitude and ethics
- ✓ Developing critical thinking and problem solving skills

REGISTER NOW!