

Curriculum Standard

Curriculum: Real Estate New Media Application

Major: Real Estate Operation and Management

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Curriculum: Real Estate New Media Application

Credit: 4

Class Hour: 60

Major: Market and Purchasing, International Business, Cross-border E-Commerce, Overseas Real Estate Marketing

1. Preface

1.1 Position definition

" Real Estate New Media Application " is a professional core course with strong practicality in the major of real estate operation and management. The goal is to enable students to understand the current development trend of new media operations from the perspective of new media operations, help students to continuously improve their skills, and enhance the comprehensive competitiveness of new media operations. To enable students to have Weibo marketing, WeChat marketing, community operation, self-media operation, short video marketing skills, proficient in new media image processing, new media word processing, new media audio, and video processing skills, so as to build the overall operation of new media operations frame.

1.2 Instructional design

The overall design idea is to break the traditional subject curriculum mode with knowledge imparting as the main feature, transform it into a work task-centered curriculum teaching mode, adopt a case-based project teaching method, and through a large number of typical new media operation and promotion cases, Let students learn to complete the corresponding work tasks from the content to the completion of specific projects, and build relevant theoretical knowledge and develop professional ability.

The content of the course highlights the training of students' professional ability. The selection of theoretical knowledge is carried out closely around the needs of completing work tasks, fully considering the needs of higher vocational education for theoretical knowledge learning, and integrating the knowledge, skills and attitudes of relevant vocational qualification certificates. Require.

The design of the project is guided by the new media medium. In the teaching process, through school-enterprise cooperation, the construction of on-campus training bases and other means, the combination of work and learning is adopted to fully develop learning resources and provide students with rich practical opportunities. In the teaching process, students can always maintain a high level of autonomous learning, boldly put forward their own ideas, and gradually express their creativity into work tasks. The evaluation adopts the method of combining process

evaluation and result evaluation, and focuses on evaluating students' professional ability through the combination of theory and practice.

The course introduces numerous new media operation and promotion cases to deeply analyze the characteristics, skills, strategies, modes and functions of new media operation and promotion. The course design content combines the theoretical line with the application line, and comprehensively analyzes the operation and promotion of new media from the aspects of horizontal theoretical knowledge and practical application.

2. The Targets of course

2.1. Overall Target

Through the study of this course, students can understand the concept of new media operation and promotion, Be able to the knowledge and methods of new media user and content positioning, and new media content graphic design, and be able to proficiently carry out new media operation and promotion, including: Weibo marketing, WeChat marketing, community operation, self-media operation, APP marketing, short video marketing; able to perform new media data analysis and content optimization, and complete new media data analysis report writing.

2.2. Target Details

2.2.1 Knowledge Target

(1) Be able to the concept of new media and new media and its evolution, the basic characteristics of new media and new media manifestations;

(2) Be able to new media marketing planning, establish marketing participants and objectives, build a new media marketing communication platform, data sorting and integrated marketing;

(3) Be able to new media marketing user positioning, build user portraits, determine marketing platforms and provide user services;

(4) Be able to new media content text design, new media picture design;

(5) Be able to the significance of new media data analysis, data sources, and data analysis methods;

(6) Be able to the layout and content of new media for setting and optimization;

(7) Be able to WeChat personal account marketing, WeChat public account marketing, and WeChat public account operations;

(8) Be able to the positioning of the WeChat public platform, the content planning of the WeChat public platform, and the maintenance of fans on the WeChat public platform;

(9) Be able to Weibo marketing preparation, Weibo content planning and operation, Weibo marketing skills;

(10) Understand the strategies and methods of community and community marketing, planning and carrying out community activities;

(11) Be able to audio marketing and operation, video marketing and operation, live broadcast marketing and operation.

(12) Be able to APP marketing and operation, QR code marketing and operation, new media writing platform marketing and operation.

2.2.1 Ability Target

- (1) Have Be able to position users, build user portraits, determine marketing platforms and provide user services;
- (2) Possess Be able to position content well and create "content" products;
- (3) Be able to skillfully arrange and create words;
- (4) Be able to the design methods of different types of pictures;
- (5) Possess Be able to analyze new media data; and formulate and improve marketing strategies on the basis of data analysis;
- (6) Have Be able to set and optimize the layout and content of new media;
- (7) Possess the marketing ability of WeChat personal account Moments;
- (8) Possess the ability of WeChat public account promotion and methods to enhance marketing value;
- (9) Have WeChat public account operation;
- (10) Be able to set up Weibo accounts and self-positioning;
- (11) Be able to plan and operate Weibo marketing with text, pictures, audio and video;
- (12) Possess Weibo marketing skills;
- (13) Have Be able to create a complete community;
- (14) Have Be able to plan and carry out community activities;
- (15) Be able to have audio marketing methods;
- (16) Be able to produce and publish videos;
- (17) Possess video operation strategy capabilities;
- (18) Be able to operate live broadcast marketing;
- (19) Have APP promotion methods and APP operation models;
- (20) Have the ability of QR code marketing and operation;

2.2.3 Characteristics Target

- (1) Able to adhere to correct values and ethics in the operation and promotion of new media;
- (2) Familiar with laws and regulations related to computer information technology, and conduct reasonable and legal new media operation and promotion;
- (3) Abide by professional ethics, and do not cheat when operating and promoting new media;
- (4) Have a sense of confidentiality, respect citizens' privacy, and abide by professional ethics;
- (5) Have strong systematic thinking and written expression skills;
- (6) Have a good sense of teamwork and strong teamwork ability.
- (7) Love the work of new media marketing, strive for excellence in work, and have a hard-working spirit

3. Content and Demand

Serial Number	Tasks	Subject Introduction	Event Design	hour
1	Item 1: Cognitive new media marketing	Content: New media marketing and operational cognition; New	Create teams according to class size and gender ratio	6

	and operations	<p>media user positioning; new media content positioning</p> <p>Skills Requirements: (1) Be able to grasp the current state of development of new media (2) Be able to view the manifestations of new media content;</p> <p>Knowledge Requirements: (1) be able to understand the concept, characteristics and development trend of new media; (2) be able to Be able to the new media marketing concept and the way of the marketing; (3) Be able to understand the common thinking of new media operation</p>	of about 5 people per group	
2	Item 2: New media users and content positioning	<p>Content: Targeting new media users Positioning new media content</p> <p>Skills Requirements: (1) Be able to make user positioning; (2) Be able to complete the construction of user portraits</p> <p>Knowledge Requirements: (1) Understand user attributes and user behavior; (2) Familiar with user portraits and the process of building user portraits (3) Understand user marketing platforms such as WeChat, Weibo, Q&A platforms, community forums, and video platforms; (4) Understand the process of providing user services;</p>	Check the latest hot topics on Sina Weibo, determine the direction of content writing according to the topic, and draw up an outline	4
3	Item 3: New media content graphic	<p>Content: Sales data is summarized according to specified conditions,</p>	Write a WeChat promotion article using the	4

	design	and sales data is summarized under certain circumstances	story-guided method, and you can choose a product for the promotion theme	
		Skills Requirements: (1) Be able to summarize user positioning (2) Be able to complete the construction of user portraits (3) Be able to complete the text writing of new media content;		
		Knowledge Requirements: (1) It can be writing method of the beginning, middle and end of new media content; (2) can be cover art design method, design method of long information map, design method of the Nine Palaces Diagram;		
4	Item 4: New media data analysis and content optimization	Content: Analyze new media data Optimize new media content	(1) Suppose the new media department of a company needs to promote a new product online, try to make a data analysis plan before promotion. (2) Write a new media marketing content for the product, and pay attention to the layout effect and quality improvement of the content.	4
		Skills Requirements: (1) Ability to complete new media content optimization; Can improve content performance and marketing effectiveness; (2) Can improve content performance and marketing effectiveness;		
		Knowledge Requirements: (1) Be able to understand the significance of data analysis and understand the source of the data (2) Be able to master the methods of data analysis; the setting method of content column, the optimization method of content quality (3) Be able to the methods of improving the emotional expression and suspense of content;		
5	Item 5: WeChat	Content: WeChat personal account	Design a public account push content	10

	Marketing and Operations	<p>marketing</p> <p>WeChat public account marketing</p> <p>WeChat public account operation</p> <p>Skills Requirements:</p> <p>(1) Be able to write and typeset WeChat articles</p> <p>(2) Be able to complete the setting of WeChat public account;</p> <p>Knowledge Requirements:</p> <p>(1) Be able to understand the positioning of WeChat public platform</p> <p>(2) Be able to the WeChat public account settings and article layout;</p> <p>(3) Be able to master the method of WeChat article push;</p>		
6	Item 6: Excel dealer sales management applications	<p>Content:</p> <p>Weibo Marketing Preparation</p> <p>Weibo content planning and operation</p> <p>Weibo Marketing Skills</p> <p>Skills Requirements:</p> <p>(1) Be able to use hot topics to create heat, can take advantage of the situation to increase the speed of content diffusion, Can use pictures to improve the readability of content</p> <p>(2) Be able to create a micro-blog marketing matrix;</p> <p>Knowledge Requirements:</p> <p>(1) Be able to master the skills of Weibo marketing; t</p> <p>(2) Be able to Master the maintenance methods of Weibo followers</p>	Design a long article, and design a push article (including language, style, content, layout, etc.) according to the products you need to promote	8
7	Item 7: Community Marketing and Operations	<p>Content:</p> <p>Understanding Community and Community Marketing Create a complete community Plan and conduct community events</p>	Set the group name, group slogan, and group logo for a real estate exchange community.	8

		<p>Skills Requirements:</p> <p>(1) Be able to share in the community;</p> <p>(2) Be able to communicate in the community;</p> <p>(3) Be able to set the rules for community check-in;</p> <p>(4) Be able to create a check-in atmosphere;</p> <p>(5) Be able to carry out community offline activities</p>		
		<p>Knowledge Requirements:</p> <p>(1) Be able to master the methods of community communication and event planning;</p> <p>(2) Understand the types of community benefits;</p>		
8	Item 8: Audio, Video and Live Marketing and Operations	<p>Content:</p> <p>Audio, Video and Live Marketing and Operations</p>	<p>Take tiktok" live broadcast platform as an example, analyze its popular live broadcast types, and understand how these live broadcasts are promoted.</p>	8
		<p>Skills Requirements:</p> <p>(1) Be able to complete the production and release of video;</p> <p>(2) Be able to carry out video operation planning</p> <p>(3) Be able to select the best profit growth plan, and be able to simulate the winning sales sweepstakes process</p>		
		<p>Knowledge Requirements:</p> <p>(1) Be able to master the methods of audio, video, live broadcast marketing and operation;</p> <p>(2) Be able to master the common methods of audio, video, and live broadcast marketing;</p> <p>(3) Be able to master the operation design and fan maintenance methods of audio, video and live events</p>		
9	Item 9: Other new media marketing and	<p>Content:</p> <p>APP Marketing and Operation</p> <p>QR code marketing and operation</p>	Search and find cases about new media writing platform	8

	operations	New media writing platform marketing and operation	marketing, summarize the profit model, advantages and disadvantages of new media writing platform marketing.	
		Skills Requirements: (1) Able to operate the new media writing platform; (2) Able to conduct new media writing platform marketing;		
		Knowledge Requirements: (1) Master the method of new media writing platform marketing and operation; master the marketing value of new media marketing platform; (2) Master the operation method of new media writing platform		
Total				60

4. Feasible suggestion

4.1. Selection and Complied Suggestion of Coursebook

This course uses teaching materials:

New Media Marketing and Operation from Beginner to Mastery", published by People's Posts and Telecommunications Press in December 2018. Written by Liu Wanghai.

Reference material:

- (1) "New Media Marketing", ISBN: 978-7-04-051815-3, Higher Education Press, edited by Lin Hai;
- (2) "New Media Marketing", ISBN: 978-7-5684-1085-4, published by Jiangsu University Press, edited by Cao Yun;

4.2. Suggestions for Teaching

- 1) In the teaching process, we should focus on strengthening the cultivation of students' practical ability, adopt project teaching, improve students' interest in learning, and stimulate students' sense of achievement.
- 2) In the teaching process of this course, collaborative learning is carried out by establishing a project team. In the teaching process, the teaching classes are divided into groups and learning teams are established. It is recommended that there are 5-10 groups with 4-6 people in each group; each team names and elects its own captain. The organization of teaching activities and the arrangement of project tasks are carried out in a team form, creating an atmosphere of team learning and cooperation, and cultivating a sense of team honor. All team tasks in the learning process must be completed by team members and included in the assessment.
- 3) The key to the teaching of this course is the operation of new media as the carrier. In the teaching process, teachers' demonstrations and students' operation training interact, and students' questions are organically combined with teachers' answers and guidance, so that students can skillfully carry out new media operations in the process of project practice, including: Weibo marketing, WeChat marketing, and community operations. , self-media operation, short video marketing; able to conduct new media data analysis and content

optimization, and complete new media data analysis report writing.

- 4) In the teaching process, we should strengthen the practical operation training. In the operation training, students can master new media operation skills and improve their job adaptability.
- 5) In the teaching process, it is necessary to explain in combination with project examples to help students understand.

4.3. Suggestion on Teaching Examines and Assessments

The teaching assessment methods are as follows:

Assessment indicator composition: practical operation assessment (40%), process assessment (40%), and daily performance (20%).

Practical operation assessment: final examination, knowledge points will be tested;

Process assessment: Punctuality, standardization, team cooperation and working attitude of task submissions;

Daily performance: attendance and question answering.

4.4 Other instructions

This course still needs to continue to develop and improve, according to make appropriate adjustments according to the actual situation of the college.