

# An in-depth research on the integration of ideological and political elements with the purpose of "three complete education" into the teaching reform of pharmacy management and regulations course in the era of new quality productivity

Jia Wang<sup>1,#</sup>, Jianxuan Zhou<sup>2</sup>, Wu Guo<sup>3</sup>, Shigeng Li<sup>3,4,5,6</sup>, Yu Fu<sup>3,#</sup>, Yadi Chen<sup>7,a,\*</sup>,  
Huifang Chen<sup>3,8,9,b,\*</sup>

<sup>1</sup>Guangzhou Medical University, Guangzhou, 511436, China

<sup>2</sup>Guangzhou City Construction College, Guangzhou, 510925, China

<sup>3</sup>Guangdong Lingnan Institute of Technology, Guangzhou, 510663, China

<sup>4</sup>Guangdong Lingnan Modern Technician College, Guangzhou, 510663, China

<sup>5</sup>Huizhou Longgang Vocational School, Huizhou, 516820, China

<sup>6</sup>Xiao Education Group, Guangzhou, 510635, China

<sup>7</sup>Yunda Energy Technology Group Co., Ltd, Hangzhou, 310012, China

<sup>8</sup>Guangxi Normal University, Guilin, 541004, China

<sup>9</sup>Guangzhou Pearl-river Vocational College of Technology, Guangzhou, 511300, China

<sup>a</sup>chenyadi@chinawindery.com, <sup>b</sup>chf@lnedugroup.com

<sup>#</sup>These authors contributed equally.

<sup>\*</sup>Corresponding author

**Abstract:** In the era of new productivity, the pharmaceutical industry has shown new and strong vitality. At this time, it is increasingly important for college students who are about to engage in pharmaceutical work to cultivate their good worldview through ideological and political education courses. Course ideological and political education is an effective way to achieve moral education. In the perspective of the "three pronged education" in the new era, this article takes pharmaceutical management and regulation courses as an example to fully explore the ideological and political elements contained therein, explore the integration methods and measures of course ideological and political education, and form a synergistic effect of pharmaceutical management and regulation courses and ideological and political courses in the same direction and direction.

**Keywords:** Three in one education; Course ideology and politics; reform in education; Pharmaceutical Administration and Regulations

## 1. Research Background and Introduction

### 1.1 Research background

Developing new quality productive forces is an inherent requirement and important focus for promoting the high-quality development of traditional Chinese medicine, which points out the direction for realizing the inheritance and innovative development of traditional Chinese medicine.

Theoretical Interpretation of 'New': The Connotation Logic of Empowering High Quality Development of Traditional Chinese Medicine with New Quality Productivity.

Empowering the high-quality development of traditional Chinese medicine with "new" and "high-quality" technology innovation. Innovation driven not only emphasizes the use of technological innovation to drive productivity development, but also emphasizes the originality, revolutionary and disruptive nature of technology, accelerating the realization of high-level technological self-reliance and self-improvement. Although traditional Chinese medicine is a traditional industry, its development must have a modern perspective and rely on new quality productivity to promote the upgrading of traditional advantage industries in traditional Chinese medicine, and stimulate new momentum and

advantages in new models and business forms.

Strengthen the quality with intelligence and promote the high-quality development and upgrading of traditional Chinese medicine through intelligent integration. In recent years, new technologies such as big data and artificial intelligence have had a profound impact on social development. Data has become a new factor of production, driving a new round of technological innovation and industrial upgrading. The 2024 government work report clearly proposes to carry out the "Artificial Intelligence+" action, making intelligent production the core force driving new quality productivity and bringing new opportunities for the development of traditional Chinese medicine. We need to strengthen the strategic layout of digital upgrading of traditional Chinese medicine, deepen the research and application of big data and artificial intelligence in traditional Chinese medicine, and promote the leap of productivity.

To improve the quality of traditional Chinese medicine through "greenness" and to enhance the quality and efficiency of traditional Chinese medicine through green ecology. Green development is the foundation of high-quality development, and new quality productivity itself is green productivity. To promote the high-quality development of traditional Chinese medicine, it is necessary to fully unleash the green attributes of traditional Chinese medicine, adhere to the high-quality development path of ecological priority and green development, apply more efficient, intelligent, and green technological achievements to industrial development, effectively achieve sustainable development, make the background of green development brighter, and make the quality of new productivity more abundant.

## **1.2 Introduction**

The Guiding Outline for the Construction of Ideological and Political Education in Higher Education Curriculum issued by the Ministry of Education points out that "what kind of people to cultivate, how to cultivate people, and for whom to cultivate people are the fundamental issues of education. The effectiveness of moral education is the fundamental standard for testing all work in universities. To implement the fundamental task of moral education, it is necessary to integrate value shaping, knowledge imparting, and ability cultivation, and comprehensively promote the construction of ideological and political education in curriculum. This means that values should be guided in knowledge imparting and ability cultivation, and help students shape correct worldviews, outlooks on life, and values. This is not only the due meaning of talent cultivation, but also an essential content." [1] The state attaches great importance to the integration of ideological and political elements into curriculum from the top-level design, and combines with the actual situation of talent cultivation. The integration of ideological and political elements into curriculum is essential for professional training. High quality talents are of great significance.

The course of "Pharmaceutical Marketing Technology" is a professional course in pharmaceutical vocational colleges, which studies pharmaceutical market management and is an independent discipline based on pharmacy, management, and economics. It is a compulsory course for general education in pharmacy. The aim is to enable students to understand the general laws of the pharmaceutical market, familiarize themselves with the basic methods and strategies of pharmaceutical marketing, integrate pharmaceutical marketing knowledge with marketing analysis skills, and apply them in practical situations in the pharmaceutical industry. It serves to cultivate specialized professionals at the vocational level who are adaptable to the needs of modern market economy development, possess practical skills, and have a spirit of teamwork. The course of "Market Marketing Technology for Municipal Pharmaceuticals" is a practical and applied course with strong practicality. Especially in the current new situation of "mass entrepreneurship and innovation", entrepreneurship has become a new trend, and the entrepreneurship of the pharmaceutical industry cannot be separated from pharmaceutical marketing talents. Therefore, it is urgent and necessary to integrate ideological and political elements into the course of "Pharmaceutical Marketing Technology" and implement the "curriculum ideological and political" reform.

## **2. The Main Problems in Integrating Ideological and Political Elements Into the Teaching of "Pharmaceutical Marketing Technology" Course at Present**

### ***2.1 The ideological and political education level of professional course teachers needs to be further improved***

New ideas, judgments, and conclusions are constantly emerging at the forefront of disciplines and

academic fields, and subject knowledge content and information-based teaching methods are constantly changing. Most professional course teachers focus on professional learning and personal professional level improvement, while neglecting their own ideological and political education, resulting in a failure to meet the teaching requirements of course ideological and political education, and have not fully transformed the concept of course ideological and political education.

### ***2.2 The connection between ideological and political education and professional courses needs to be strengthened***

Some professional courses seem too far fetched when incorporating ideological and political elements, and the phenomenon of "two skins" can lead to a lack of recognition among students, resulting in both ideological and professional education not achieving the expected results.

### ***2.3 The resources for ideological and political education construction in professional courses need to be improved***

Curriculum construction includes the modification of teaching syllabus, compilation of supporting course materials, design of ideological and political case studies, application of information technology teaching methods and teaching carriers, etc. The construction and improvement of these resources will be a long-term task.

### ***2.4 Course Teaching Objectives Emphasize teaching over nurturing students***

From the perspective of teaching objectives, the current pharmaceutical marketing curriculum mainly includes knowledge objectives, skill objectives, and quality objectives, but the "ideological and political objectives" have not been implemented into the curriculum, resulting in a focus on knowledge imparting and skill cultivation in the teaching process, while neglecting the value shaping of students. In this course, teachers pay attention to students' understanding of basic concepts, environment, consumers, products, prices, channels, and promotion knowledge of pharmaceutical marketing, and focus on cultivating students' abilities in market research, pharmaceutical marketing analysis, and planning, while neglecting the education of students' ideal beliefs, values, and professional ethics, leading to a situation where professional education is emphasized over ideological education.

How to evaluate the effectiveness of ideological and political education in professional courses still needs to be addressed.

At present, ideological and political education in professional courses is mainly integrated through telling history, culture, characters, stories, and other methods. However, after finishing, teachers often do not consider what students will gain, and ultimately only assess and evaluate the professional knowledge of the course itself.

In the current evaluation system of pharmaceutical marketing courses, emphasis is placed on the ability transformation of students' knowledge and skills, and there is little involvement in evaluating the shaping of students' values. In future pharmaceutical marketing courses, it is necessary to optimize the assessment methods and emphasize both morality and skills.

The significance, necessity, and feasibility of integrating ideological and political elements with the aim of "three pronged education" into pharmaceutical management and regulatory courses in the era of new quality productivity.

The significance of integrating ideological and political elements with the aim of "three pronged education" into pharmaceutical management and regulatory courses in the era of new quality productivity.

The "Guidelines for the Construction of Ideological and Political Education in Higher Education Curriculum" issued by the Ministry of Education proposes that "universities should deepen education and teaching reform, deeply explore the ideological and political elements of each course, fully play the role of curriculum in educating people, and comprehensively improve the quality of talent cultivation." The report of the 20th National Congress of the Communist Party of China pointed out that it is necessary to fully implement the Party's education policy, implement the fundamental task of cultivating morality and talent, and cultivate socialist builders and successors with comprehensive development in morality, intelligence, physical fitness, aesthetics, and labor. Curriculum ideological and political education is to integrate ideological and political education concepts into the curriculum,

thereby helping students establish correct outlooks on life, the world, and values<sup>[2-3]</sup>.

The necessity and feasibility of integrating ideological and political education into pharmaceutical management and regulatory courses.

Pharmaceutical Management and Regulations is the core course of the Pharmacy and Traditional Chinese Medicine professional groups in higher vocational colleges. It is based on the current pharmaceutical regulations in China, including the country's drug supervision and management system, drug management law, as well as basic policies, laws and regulations, pharmaceutical technical personnel management, and professional ethics requirements for drug research and development, registration, production, operation, use, and supervision throughout the entire life cycle. The aim is to enable students to establish the concept of legal and standardized employment, and to have the ability to apply knowledge of pharmaceutical management and regulations to solve practical problems. The characteristics of this course determine its important position in the ideological education of students in the pharmaceutical and traditional Chinese medicine professional groups. Making good use of this professional classroom can help cultivate students' socialist core values, help them establish the "four confidences", and make them become pharmaceutical workers with both moral integrity and professional competence who follow the rule of law and practice medicine in accordance with the law.

The pharmaceutical management and regulatory course team has been dedicated to researching ideas and methods for curriculum teaching reform. In 2013, Pharmaceutical Administration and Regulations was rated as a provincial-level excellent course. In 2019, the teaching team's micro lesson works participated in the National Food and Drug Industry Vocational Committee Micro lesson Competition and achieved good results with one second prize and three third prizes; The teaching team "Drugs and Drug Safety" has been selected as a demonstration classroom for "Course Ideology and Politics" at Guangzhou Medical University. The design and practice of ideological and political education in the course of "Pharmaceutical Management and Regulations" based on the cultivation of professional ethics has been approved as a project by the university; In recent years, the team has collaborated with industry and enterprise experts to develop the school enterprise cooperation textbook "Case Collection of Pharmaceutical Management and Regulations", and has updated the case with the times. The courses such as "Pharmaceutical Management and Regulations" have been approved for the school's ideological and political construction and high-quality online courses. Team members work together with experts from the forefront of the industry to participate in professional development, talent training program revisions, and teaching reforms, in order to improve teaching quality and social service capabilities. Therefore, this study has a certain foundation<sup>[4-5]</sup>.

### **3. Ideological and Political Teaching Design for Pharmaceutical Management and Regulatory Courses**

#### ***3.1 Co construction of professional course teachers and ideological and political course teachers, innovative curriculum teaching team building***

In order to enhance the awareness of "big ideological and political education" among the curriculum team teachers, we invite ideological and political education teachers to serve as co builders of the curriculum, participate in curriculum construction together, and establish the ideological and political goals of the curriculum. The course team regularly studies the relevant theories of ideological and political education in the course, and co builders guide the organic integration of ideological and political elements in the writing of lesson plans, the design of ideological and political micro courses, and the collection of teaching cases. They integrate ideological and political education into the entire teaching process from multiple perspectives and at a deep level, gradually improving the ideological and political education awareness of team teachers.

#### ***3.2 "Trinity" curriculum objectives based on course ideology and politics***

The pharmaceutical management and regulation course has a total of 54 class hours and 3 credits. The teaching team collaborates deeply with local industries/enterprises to jointly develop a curriculum goal that integrates knowledge, skills, and qualities, and integrates moral education goals into quality goals.

Knowledge objective: To correctly understand the connotation of pharmaceutical management and regulations, and master the core concepts and basic theories involved in pharmaceutical management

and regulations; Understand the management and legal and regulatory knowledge of drug research and development, registration, production, operation, use, and supervision at all stages; Understand and enhance the understanding of current drug management laws and regulations in China.

Ability objective: To be able to apply relevant knowledge of pharmaceutical management and regulations to correctly analyze and judge cases; Clarify the respective rights, obligations, and responsibilities in drug management activities, possess the ability to apply knowledge of pharmaceutical management to solve practical problems, and establish the concept of legal and standardized practice<sup>[5-6]</sup>.

Quality objective: To organically integrate ideological and political education into classroom teaching, enhance students' understanding and grasp of socialist core values, effectively help pharmacy students establish "confidence in their path, system, theory, and culture", cultivate professional ethics, and make them become pharmaceutical workers with both morality and ability who govern and practice medicine according to law.

### 3.3 Curriculum teaching content design combining ideological and political elements

The course is based on the teaching content of the teaching unit, designing ideological and political objectives corresponding to the teaching content, deeply exploring the ideological and political education resources contained in the course, extracting ideological and political elements, continuously accumulating ideological and political materials, and naturally and unconsciously integrating them into the education and teaching process. The integration of ideological and political education into the teaching design of pharmaceutical management and regulation courses is shown in Table 1.

*Table 1: Teaching Design of integrating ideological and political education into pharmaceutical management and regulatory courses.*

| Content of courses   | Ideological and political elements   | Integration point of ideological and political education   |
|--|--|--|
| Drugs and Drug Supervision and Administration                      | Sense of responsibility  | Risk control measures such as stopping drug sales and recalling drugs reflect a sense of responsibility  |
| Legislation on drug management and drug supervision and management | Road confidence, theoretical confidence, institutional confidence                        | China's drug supervision and management mechanism cannot be separated from the leadership of the CPC, which fully reflects the superiority of the socialist system with Chinese characteristics  |
| Drug development and production management                         | Rule of law consciousness, scientific spirit, and innovative spirit                      | Taking Nobel laureate Tu Youyou's portrayal of scientists' patriotism and social responsibility as an example for positive guidance; Inspire students' innovative consciousness  |
| Drug business management   | Integrity management, spirit of cooperation  | Summarize and generalize the core values of the production and operation history of the enterprise and the gradually formed traditional Chinese medicine culture   |
| Institutional pharmacy administration                              | Cultivation of professional dedication and ethics  | Establish a high sense of professional responsibility, abide by pharmaceutical professional ethics, and provide safe, effective, economical, and reasonable drugs and high-quality pharmaceutical services to the public   |
| Control of traditional Chinese medicine                            | The values of "prosperity, democracy, civilization, and harmony" and cultural confidence | The scientific concept of "green mountains and clear waters are as valuable as mountains of gold and silver", the importance of protecting wild medicinal resources and the environment, and the significance and practices of harmonious coexistence between humans and nature; The historical position of traditional Chinese medicine in the medical culture of all mankind, enhancing cultural confidence and national pride |
| Management of special management drugs                             | Cherish life, stay away from drugs   | Through numerous cases, cultivate students' legal awareness of consciously and actively refusing   |

|                                      |   |   |
|--------------------------------------|---|---|
|                                      |   | drugs   |
| Drug Information Management          | Patriotic consciousness, scientific legislative consciousness | Modern information methods ensure timely and accurate release of drug safety information, promote social governance of drug safety, and reflect the superiority of the socialist system with Chinese characteristics; Advocate for being a fair disseminator of drug information                        |
| Legal responsibility for drug safety | The values of freedom, equality, justice, and the rule of law | The legislative purpose of the Drug Administration Law is to strengthen drug management, ensure public drug safety, and protect and promote public health. Rule of law in medicine is an important part of the "rule of law", and every pharmaceutical worker must establish a sense of the rule of law |

#### 4. Unit Design Based on Curriculum Ideology and Politics

Integrating professional ethics education and ideological and political education into every teaching process before, during, and after class silently, helping students clarify their career goals, guiding them towards correct political and ideological trends, cultivating good professional ethics and morals, and implementing the whole process of education. The process of integrating ideological and political education into teaching activities is shown in Figure 1<sup>[7]</sup>.

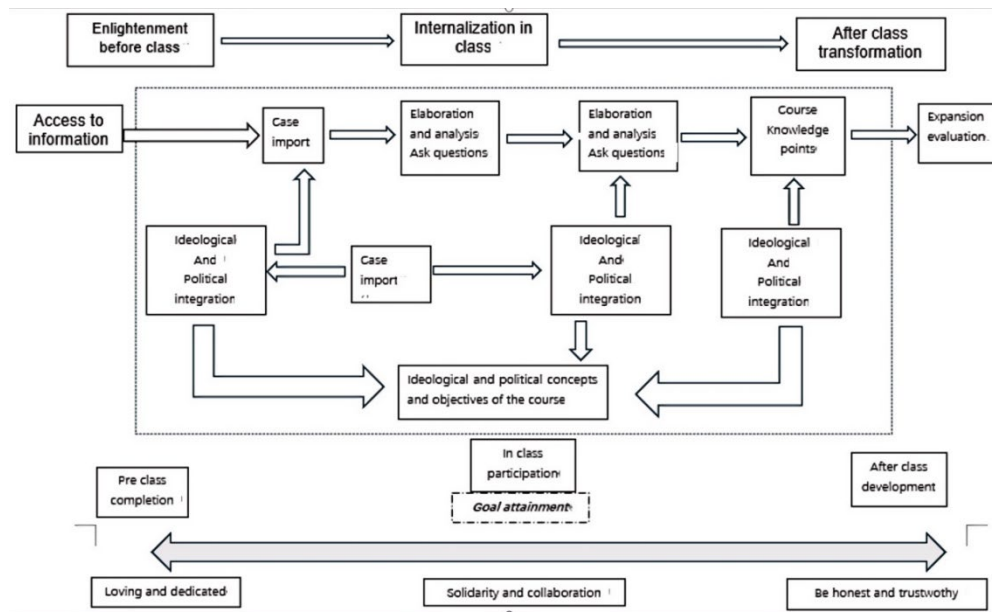


Figure 1: Process diagram of integrating ideological and political education into teaching activities

##### 4.1 Pre class activation

Consider incorporating ideological and political elements into the content and design of learning resources. The members of the research group are guided and fundamentally follow the values of ideological and moral qualities, socialist legal awareness and concept, and socialist core values, closely integrating with the current hot topics of pharmaceutical management and regulations in the construction of a rule of law government and a socialist rule of law country. Event, case and practical materials, construction of relevant teaching resource libraries, writing of teaching materials with course characteristics, and based on this, online resource construction such as micro courses and cases. The completed ideological and political themes include micro courses such as "Never Forget Our Original Aspiration, Caring for the People", "Protecting Rights and Interests, Promoting Development", "Protecting the Environment, Respecting Nature", "Benevolent Heart, Benevolent Medicine, Respecting Life", etc. Before class, students rely on platforms such as Xuetong and Smart Vocational Education to receive ideological and moral education while learning knowledge and skills through micro courses<sup>[8-11]</sup>.

#### 4.2 Internalization during class

Classroom teaching is the main battlefield for school education. In classroom teaching, teachers pay attention to incorporating professional ethics and ideological and political education guidance into teaching. Through case guidance, student discussion, teacher guidance and other methods, they educate students on socialist core values and outlook on life, interpret teaching content and transmit positive energy, and make good use of the classroom as the main battlefield to make ideological and political courses a community of ideological and political education, and educate students in the same direction.

#### 4.3 Post class conversion

*Table 2: List of teaching process of pharmacy management and regulations*

| Teaching process                   |                                     | Teacher activities  | Student activities  | Design Intent and Resource Utilization   |
|------------------------------------|-------------------------------------|---|---|--|
| Enlightenment before class         | before class                        | Upload micro lessons on ideological and political elements of the course, and assign learning tasks | Collect pre class tasks and complete pre class preparation  | Understand students' cognitive foundation and adjust teaching strategies according to pre class survey and pre class test; Real time discussion and Q&A on the platform, real-time communication |
|                                    |                                     | Release research and testing to understand students' self-learning situation                        | Complete research and testing, conduct self-learning evaluation   |  |
| Internalization in class           | New Knowledge Learning              | Create scenarios and introduce new lessons  | Classroom interaction, acquiring new knowledge  | The construction of ideological and political education in the curriculum is truly implemented, achieving an organic unity of knowledge transmission and value guidance                          |
|                                    |                                     | Task driven, inspiring thinking, breaking through difficulties                                      | Group discussion, active thinking, collaborative exploration  |  |
|                                    |                                     | Classroom testing   | Complete classroom test   |  |
|                                    | Case analysis                       | Introduction of case studies to stimulate interest  | Watch videos, reflect on records  | Through case analysis, students' ability to analyze and solve problems has been further improved   |
| Problem guidance, group discussion | Group discussion, learning analysis |   |   |  |
| Summary and Induction              | Summary and Reflection              |   |   |  |
| Transformation after class         | Consolidate and expand              | Introduction to Social Research Methods   | Search for information and design solutions<br>Set the scope and conduct research<br>Submit research report<br>Upload, complete self-evaluation and mutual evaluation | Exercise application ability and social practice ability; Cultivate teamwork spirit; Independently instilling good professional beliefs and values   |

Students are divided into groups to choose popular and difficult questions that they are interested in during pharmaceutical activities. Based on research, they design a plan, set the scope of the survey, and design a survey questionnaire. Students step out of the classroom and school to conduct social research practice. The learning space has shifted from inside the classroom to outside, emphasizing independent exploration and practice, stimulating students' innovative consciousness, and exercising their social practice ability; Cultivate students' teamwork awareness and collaborative ability; Exercise communication skills, written expression skills, and oral presentation communication skills; Cultivate students' correct outlook on life, world, values, and career. The teaching process of pharmaceutical management and regulations before, during, and after class is shown in Table 2.

### 5. Description of the Application Effect of the Teaching Reform Achievements

After more than two academic years, the researchers used the control group and the reform experimental group to evaluate the application effect of the teaching reform results. Through the same grade, they respectively selected five pharmaceutical classes to carry out the ideological and political teaching of traditional pharmaceutical professional courses, and carried out the teaching reform of pharmaceutical management and regulations course in the era of new quality productivity under the principle of "comprehensive education". The specific comparison of the effects is shown in Table 3.

*Table 3: Comparison table of teaching effect between traditional teaching method and reformed teaching method*

| Group     | No. of beneficiaries | Graduate employment rate | Graduates' professional matching rate | Graduation monthly salary of 5000+% | Proportion of outstanding graduates | Proportion of individuals with good professional ethics |
|-----------|----------------------|--------------------------|---------------------------------------|-------------------------------------|-------------------------------------|---|
| Re-search | 500                  | 98%                      | 95%                                   | 80%                                 | 9%                                  | 80%   |
| Control   | 500                  | 80%                      | 75%                                   | 60%                                 | 3%                                  | 60%   |

It is not difficult to see from table 3 that the pharmacy graduates in the group that adopted the ideological and political education evaluation system as the standard to carry out the ideological and political education reform of pharmacy courses have higher and better professional quality of pharmacy, and the employment rate, professional counterpart rate of employment, the proportion of more than 5000 yuan per month salary and the proportion of excellent graduates in the research group are much higher than those in the control group. Therefore, the research results of this project are of great significance and have certain promotion value.

## 6. Reflection and Improvement

Curriculum ideological and political education is an educational philosophy that should enhance the awareness and ability of curriculum team teachers in curriculum ideological and political construction, truly understand the role and value of curriculum ideological and political education in the "three pronged education", deeply comprehend the connotation and significance of curriculum ideological and political education, consider the effective integration of curriculum ideological and political education from the top-level design of the curriculum, focus on cultivating students' ideal beliefs, value orientation, political literacy, and social responsibility, fully exert the educational function of the curriculum, and effectively improve the level of education. At the same time, teachers should continuously learn in their professional fields, improve their moral education literacy, closely monitor policy theories and social hotspots, fully explore ideological and political elements in the curriculum, and enrich moral education content<sup>[12-13]</sup>.

Curriculum ideological and political education is a way of thinking, and teachers should intentionally provide ideological and political education to students in the teaching of professional knowledge. The content of ideological and political education is indispensable, but professional knowledge learning cannot be turned upside down into ideological and political courses. How to balance the relationship between the two and grasp the frequency, depth, and methods of ideological and political elements requires us to constantly explore and practice.

## 7. Conclusions

This article takes pharmaceutical management and regulation courses as an example to fully explore the ideological and political elements contained therein, explore the integration methods and measures of course ideological and political education, and form a synergistic effect of pharmaceutical management and regulation courses and ideological and political courses in the same direction and direction. And it has achieved good teaching effect, which is worthy of promotion and application by peers.

## Acknowledgements

This article has received funding support from the Guangdong Vocational and Technical Education Association's 2023-2024 annual planning project - Guangdong Vocational and Technical Education Association's 2023-2024 annual planning project: Research on the "Job Course Competition Certificate Creation" Five in One Integration Talent Training Model for Pharmacy Majors in Higher Vocational Colleges in the Era of Big Data (No. 202212G083), as well as funding support from the 2023 Guangdong Vocational Education Teaching Reform Research and Practice Project - Research Fund for the Construction of an Evaluation System for Ideological and Political Education in Higher Vocational Pharmacy Courses Based on the CIPP Model under the Background of Big Data Era (No. 2023LX10)



## References

- [1] Ministry of Education of the People's Republic of China Guidelines for the Construction of Ideological and Political Education in Higher Education Curriculum [S] Beijing: Ministry of Education of the People's Republic of China, 2020.
- [2] Yang Yao. Teaching Design and Research on Integrating Ideological and Political Elements into Pharmaceutical Marketing Courses [J]. Hebei Pictorial. 2022:178-179.
- [3] Exploration of ideological and political education reform in marketing courses; [https://wenku.baidu.com/view/13d2ab08bfd126fff705cc1755270722192e59d6.html?\\_wks\\_=1671665763469&bdQuery](https://wenku.baidu.com/view/13d2ab08bfd126fff705cc1755270722192e59d6.html?_wks_=1671665763469&bdQuery).
- [4] Tian Jialin. Preliminary exploration of ideological and political construction in marketing courses [J]. Modernization of Education, 2019 (96).
- [5] Ma Zhiping Exploration of Marketing Teaching Reform under the Concept of "Course Ideology and Politics" [J]. International Public Relations, 2019 (11).
- [6] Miao Xiaoli. A Brief Discussion on the Exploration of Ideological and Political Elements in Marketing Courses [J]. Modern Marketing (Information Edition), 2019 (10).
- [7] Ministry of Education. Notice on Issuing the Guiding Outline for Ideological and Political Construction of Higher Education Curriculum (Jiao Gao [2020] No. 3) [S]. 2020.
- [8] Wu Wenhao. Research on the Path of Ecological Civilization Education in Colleges and Universities from the Perspective of Curriculum Ideology and Politics [J]. Journal of Harbin Vocational and Technical College, 2023 (1): 53-56.
- [9] Ruan Jianbing. Exploration of Ideological Education in the Teaching of Pharmaceutical Management and Regulations [J]. New Curriculum Research, 2019 (26): 35-37.
- [10] Wang Qiongjun, Ma Jing, Liu Shunhui, et al. Innovative teaching of pharmaceutical management and regulatory practice based on professional ethics [J]. Journal of Traditional Chinese Medicine Management, 2021, 29 (23): 19-20.
- [11] Lan Chunxia. Reform and Practice of Integrating Ideological and Political Education into Vocational College Curriculum Teaching - Taking Information Technology Application Course as an Example [J]. Journal of Ningbo Vocational and Technical College, 2022, 26 (3): 80-84.
- [12] Chen Zhenhua, Chen Hengying, Zhou Xiaoli. Exploration and Practice of Integrating Ideological and Political Elements into Pharmacology Curriculum under the Background of Curriculum Ideological and Political Reform [J]. Journal of Yanbian Education College, 2020, 34.
- [13] Chen Huifang, Cheng Xuange. Research on the Reform of Pharmaceutical Management and Regulations Curriculum [J]. Drugs and Me, 2019 (26): 86-89.