

Review Form 3

Journal Name:	Asian Journal of Education and Social Studies
Manuscript Number:	Ms_AJESS_129547
Title of the Manuscript:	Research on the Cultivation of Innovative Marketing Talents in Universities under the New Quality Productivity
Type of the Article	Descriptive paper

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PART 1: Comments

	Reviewer's comment	Author's Feedback <i>(Please correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)</i>
<p>Please write a few sentences regarding the importance of this manuscript for the scientific community. A minimum of 3-4 sentences may be required for this part.</p>	<p>Cultivation of innovative marketing in talent in universities in a new quality productive is very vital for management practices. Developing new quality productive forces is a practical need to adapt to the development of the new era, new economy, and new industries. which also puts forward higher requirements for the cultivation of innovative and entrepreneurial talents in universities. The marketing major in universities keeps up with the trend of digitalization and has made significant progress in innovation and entrepreneurship education. However, there are still problems such as serious homogenization of talent cultivation, further optimization of the teaching team, and overly single practical teaching forms. This article attempts to explore the path for the marketing major in universities to carry out innovative talent cultivation. The following four aspects: a curriculum ideological and political education mechanism with "professional spirit" as the core, a "interdisciplinary, diversified, and strong characteristic" curriculum system, a progressive teacher capacity cultivation of "teaching, research, competition, and innovation",</p>	

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Is the title of the article suitable? (If not please suggest an alternative title)	Yes correct	
Is the abstract of the article comprehensive? Do you suggest the addition (or deletion) of some points in this section? Please write your suggestions here.	Abstract is enough. No need to add something	
Is the manuscript scientifically, correct? Please write here.	This manuscript is correct	
Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.	Sufficient references	
Is the language/English quality of the article suitable for scholarly communications?	Good	
Optional/General comments	Overall well and good	

PART 2:

	<u>Reviewer's comment</u>	<u>Author's comment (if agreed with reviewer, correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)</u>
<u>Are there ethical issues in this manuscript?</u>	<u>(If yes, Kindly please write down the ethical issues here in details)</u>	

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