

## 中山大学 2022 年跨境电商研习营暨公益电商创新创业技能竞赛

### About Sun Yat-sen University

#### 学校概况

Sun Yat-sen University, founded by Dr. Sun Yat-sen, has an educational tradition spanning over 100 years. Under the direct supervision of the Ministry of Education of the People's Republic of China, and strongly supported by both the Ministry and Guangdong Province, Sun Yat-sen University has developed into a modern comprehensive university that enjoys a reputation as a top-tier university nationally and a renowned university internationally. With five campuses in the three cities of Guangzhou, Zhuhai and Shenzhen, and ten affiliated hospitals, the University is striving to become a world-class university and global center of learning.

中山大学由孙中山先生创办，有着一百多年办学传统。作为中国教育部直属高校，通过部省共建，中山大学已经成为一所国内一流、国际知名的现代综合性大学。现由广州校区、珠海校区、深圳校区三个校区、五个校园及十家附属医院组成。中山大学正在向世界一流大学迈进，努力成为全球学术重镇。

### About 2022 Virtual Summer Camp on Cross-Border E-Commerce, Sun Yat-sen University

#### 中山大学 2022 年跨境电商研习营暨公益电商创新创业技能竞赛项目简介

With the impact of the events such as the official signing of RCEP (the Regional Comprehensive Economic Partnership) and the COVID-19 pandemic on the global economy, the world is facing many new opportunities and challenges. It is the unanimous demands for the world to achieve interconnection and build high-quality cooperation through new technologies and new businesses. This camp focuses on four themes of "Scene Construction, Easy to Start", "Content Shaping, Selling Efficiently", "Traffic Boost, Doing Livestreaming Well", and "Selling By Livestreaming, Actual Operation". The combination of course content sharing, communication, case analysis and researching and discussing will help students understand the development opportunities and latest trends of new media marketing and Livestreaming E-commerce, and explore new business opportunities in the digital economy era!

随着区域全面经济伙伴关系协定签署和新冠疫情等事件对全球经济带来的影响，全球面临众多新的机遇和挑战，通过新技术新业务来实现互联互通，共建高质量合作是海内外一致的诉求。本次研习营重点围绕“场景搭建 轻松开播”、“内容塑造 高效带货”、“流量提升 玩爆直播”、“抖音小店 实战运营”四大主题，通过课程内容分享、互动交流、案例分析与研讨结合的形式，帮助学员了解新媒体营销-直播电商的发展机遇和最新的趋势，探寻数字经济时代新的商业机会点！

### About Schedule

#### 项目安排

1. Teaching time: July 17 to 30, 2022

教学时间：2022 年 7 月 17 日至 30 日

Contest time: July 22-28, 2022 (Optional)

竞赛时间：2022 年 7 月 22 日至 28 日（可选项）

Valid for video playback: before August 31, 2022

视频回放有效期：在 2022 年 8 月 31 日前

## 2. Online platform: DingTalk (钉钉)

在线平台：DingTalk (钉钉)

## 3. Curriculum

课程设置

### Module 1: 场景搭建 轻松开播 Scene Construction, Easy to Start

打造专属直播间

主播形象搭建及直播产品规划

### Module 2: 内容塑造 高效带货 Content Shaping, Selling Efficiently

直播脚本策划

产品卖点挖掘及单品直播脚本编辑

单场直播脚本编辑

直播间开播执行

直播间玩法策划

主播直播技巧提升

### Module 3: 流量提升 玩爆直播 Traffic Boost, Doing Livestreaming Well

直播间流量入口解析

免费流量（公域&私域）及付费流量

直播间流量获取逻辑

流量获取逻辑及静动态权重解析

数据化流量诊断

数据采集方法及指标解读分析

### Module 4: 直播带货 实战运营 Selling By Livestreaming, Actual Operation

#### (1) 中国电商平台现状和趋势

——国内互联网整合营销领域最具权威的领军 CEO、服饰行业、手表及茶叶行业多个全国阶段性第一、商品交易总额 GMV 超过 130 亿

#### (2) 小红书：如何帮助成长型品牌从 0 到 1 生根发芽

——小红书生态营销国内唯一金牌代理 CEO

#### (3) 私域流量：从 0 到 10 亿的私域实战

——国内知名私域服务 CEO、国货美妆 TOP3、商品交易总额 GMV 超过 25 亿

#### (4) 抖音：0 基础入门直播带货主播版

——中国食品药品企业质量安全促进会直播与短视频分会副会长、广东省保健食品行业协会抖音直播商学院院长、年度微商十大操盘手、商品交易总额 GMV 累计超过 5000 亿

#### (5) 快手：实战运营

——快手第一直播带货社群、商品交易总额 GMV 超过 10 亿

#### (6) 抖音：从 0 起号 3 个月销售额破千万

——直播机构 TOP10 创始人、商业直播自媒体第一人、直播机构淘宝 TOP20、蘑菇街和京东 TOP3、帮助 10000+ 学员变现超 10 亿、第一男主播李先生背后的军师

#### 4.Public Welfare E-Commerce Innovation and Entrepreneurship Skills Competition

##### 公益电商创新创业技能竞赛

(1)The competition is optional, and you can choose whether to participate or not;

竞赛是可选项，可自愿选择是否参加；

(2)The competition will be held in the form of self-organized teams, with technical support provided by the E-Commerce Public Service Center in Fengqing County, Yunnan Province, which is designated by Sun Yat-sen University;

竞赛以自行组队的形式进行，由中山大学定点帮扶的云南省凤庆县电子商务公共服务中心提供技术支持；

(3)The team members will help the traditional folk culture and high-quality agricultural products of Fengqing County, Yunnan Province to "go out" in the form of "selling goods through livestreaming";

参赛队员以“直播带货”形式，助力云南省凤庆县传统的民俗文化及优质的农特产品“走出去”；

(4)The transaction amount will be referred to select the winning team and issue a certificate of honor through the competition;

竞赛将参考成交金额，评选出优胜团队，并颁发荣誉奖状；

(5)The proceeds of the competition belong to the E-Commerce Public Service Center in Fengqing County, Yunnan Province;

竞赛所得归云南省凤庆县电子商务公共服务中心所有；

(6)The details of the competition will be announced after determination.

竞赛细则确定后将公布。

#### 5.Kind tips

##### 温馨提示

(1)Professional courses are about 18 hours and taught in Chinese, with Chinese and English subtitles;

专业课程约 18 小时，中文授课，配中英双语字幕；

(2)You can arrange your own time to study the pre-recorded courses;

大家可自行安排学习录播课程的时间；

(3)Under the premise of ensuring the quality of the course, the teaching staff and course topics may be slightly adjusted according to the actual situation.

在保证课程质量的前提下，授课师资、课程主题可能根据实际情况稍作调整。

## How to apply?

### 如何报名

#### 一、Eligibility (报名资格)

(1)International, Hong Kong, Macao and Taiwan university students, young E-Commerce innovation entrepreneurs;

国际及港澳台在读大学生、青年电商创新创业者；

(2)Adequate Chinese/English proficiency.

良好的中/英文水平。

#### 二、Application Procedures (报名流程)

Please scan the QR code, or fill out the registration form <https://ding.cjfx.cn/f/bxpsilbi>, 请扫码填表, 或填写报名表 <https://ding.cjfx.cn/f/bxpsilbi>, 然后等待确认邮件。



#### 三、Tuition Fee (学费)

It's free of charge, and funded by Ministry of Education of the People's Republic of China.

免费, 获中华人民共和国教育部立项资助。

#### 四、Certificate (证书)

(1)Complete all courses online and submit your learning experience of 500 words or more; Take an exam (including one re-exam opportunity) with a total of 20 questions, with a full score of 100 points, and those with an exam score of 80 or more will be awarded electronic certificates issued by Sun Yat-sen University and Alibaba Taobao Education.

在线完成所有课程学习并提交 500 字或以上的学习心得；参加一次考试（含一次补考机会），共 20 道题目，满分为 100 分，考试成绩为 80 分或以上者，将能获得中山大学和阿里巴巴淘宝教育颁发的电子证书各一个。





(2)All certificates are electronic and the sponsor don't provide mailing services.  
证书皆为电子版，不提供邮寄服务。

#### About Inquiry 项目咨询

Contact Person (联系人) : Ms. Zhang (张老师)  
Email (电子邮箱) : 18818801200@163.com  
DingTalk/Wechat (钉钉/微信号) : qq18818801200

#### Organizational Structure 项目组织结构

Host: Sun Yat-Sen University  
主办方：中山大学  
Organizer: School of Continuing Education, Sun Yat-Sen University  
承办方：中山大学继续教育学院

**International Supported By: (in alphabetical order)**

国际支持单位：（按拼音字母排序）

**1.Africa China Cooperation Association for Development**

非洲中国合作与发展协会

**2.Rabat Chinese Cultural Center**

拉巴特中国文化中心

**3.J-GATE Foundation (Japan)**

日本一般财团法人国际人才教育基金

**4.Chinese Teachers (Thailand) Association**

泰国华文教师公会

**5.Borthong Industrial Estate, Thailand**

泰国金池工业园

**6.Business China Singapore**

通商中国

**7.Chung Ching Middle School**

文莱诗里亚中正中学

**8.BKPBM Jakarta / Board of Mandarin Education Coordination**

印尼雅加达华文教育协调机构

**9.QTEDU., JSC**

越南学而优教育股份有限公司

**10.China-Africa Chamber of E-Commerce (CACOEC)**

中非电商总商会

**Domestic Supported By: (in alphabetical order)**

国内支持单位：（按拼音字母排序）

**1.Outlook New Era Magazine**

瞭望新时代杂志社

**2.E-commerce Public Service Center in Fengqing County, Lincang City, Yunnan Province**

云南省临沧市凤庆县电子商务公共服务中心

**3.The People's Government of Fengqing County, Lincang City, Yunnan Province**

云南省临沧市凤庆县人民政府

**4.Overseas Investment Union of The Investment Association of China**

中国投资协会海外投资联合会

**\* Pictures come from internet.**

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