

Research on the Teaching Reform of Marketing Major in Higher Vocational Education under the Background of "Internet plus" Era

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Abstract: Due to the rapid development of the network, "Internet plus" has been deeply integrated with every industry, which will have a profound impact on enterprises. In addition, "Internet plus" has a profound impact on marketing education courses. This paper focuses on the research on the teaching reform of marketing major in higher vocational education under the background of "Internet plus" era. In the research, combining the current actual situation of marketing major in higher vocational education, it puts forward the reform countermeasures of the curriculum system of marketing major in higher vocational education under the background of "Internet plus" and informatization era.

Keywords: "Internet plus"; Marketing major in higher vocational education; reform in education

Introduction

The advent of the Internet has completely changed the way people access information and our life model. The new words produced include "fan economy", "traffic", "big data", etc., all with distinctive signs of the Internet era. In the network era, operators need to make rational use of data to study the product marketing methods of enterprises and the popularity of enterprises and their products in society. At present, the rapid development of WeChat and Weibo has greatly shortened the gap between enterprises and consumers, so that enterprises can obtain lower cost marketing power. At the same time, for students majoring in marketing in higher vocational colleges, the development of the Internet is also a favorable condition. However, for the current reform of marketing, we should not only consider the change of disciplines, but also pay attention to the understanding of students.

1. The Influence of "Internet plus" on Marketing Students

Under the "Internet plus", the characteristics of higher vocational marketing students are more prominent. In particular, the students' language communication ability is relatively strong, their thoughts are relatively lively, their desire for expression is relatively strong, and they are willing to use some social media for communication. They also use microblog, WeChat, etc. more often, and many people even rely on these software. The social activity ability of the school is quite strong. In addition, many students have considerable artistic talent. The students are eager to show themselves in various organizations of the school, and also hope to participate in the practical work of enterprises, use their spare time for part-time work, etc., to improve their comprehensive quality. Compared with students of other majors, students of marketing major are more sensitive to information in the field of marketing. With the help of the network, they can master more fresh information. However, many students are not creative. Despite the help of the education network, a single teaching mode has constrained their thinking methods. Some students do not like to start from the basis of marketing, but they want to reach the goal at one step, and therefore show an anxious thinking.

2. Problems in the Teaching of Marketing Major in Higher Vocational Colleges

2.1 Lack of scientific guidance in talent training

The major of marketing is characterized by practicality and application. Therefore, when educating students, we should pay full attention to their adaptability to social reality and application, so as to promote the overall quality of higher vocational students. However, in China's current higher vocational colleges, there are still great difficulties and defects in the way of talent training. On the one hand, there is a lack of individuality and no unique characteristics; On the other hand, there is also a lack of correct guidance, and insufficient attention has been paid to the cultivation of students' active learning ability, independent thinking awareness, anti stress skills and social practice ability, which has not led to the rapid formation of students' professional quality and will also be deeply troubled in the future job search.

2.2 Too single teaching method

In the growing process of teachers in higher vocational colleges, although they have constantly improved the teaching content, the teaching method of teachers has become relatively monotonous due to the limited factors of teaching itself. This is mainly because teachers feel that the teaching effect of traditional methods is better. By using the form of teaching, they can clearly introduce the knowledge points in textbooks, but also because the teaching content is too monotonous, They cannot satisfy their desire for knowledge. Vocational college graduates cultivated in the network world usually have relatively innovative thinking and are not interested in explaining some theories, so the oneness of teaching methods has a greater negative impact on the teaching effect.

2.3 The teaching concept needs to be comprehensively upgraded

Teaching philosophy is the attitude and basic cognition of teachers towards education, and is the key factor to determine teachers' teaching methods. However, in the current teaching of marketing major in higher vocational colleges, teachers' teaching concepts also need

to be comprehensively upgraded. Some teachers continue to use the traditional teaching concepts and have always taken "indoctrination" as the teaching approach. There is neither communication with students nor supplementary content, resulting in insufficient classroom teaching activity and poor classroom quality; In addition, some teachers did not correctly understand the student-centered education idea, did not give students guidance on independent learning and exploration in classroom teaching, and could not consider students' perspective and development in classroom teaching, which also led to the decline of classroom efficiency.

2.4 Emphasize theory over practice

From the perspective of teaching settings, the marketing major in higher vocational colleges pays too much attention to the learning of basic knowledge, especially those knowledge points that must be memorized by rote, while the marketing major pays more attention to the practical application. Higher vocational colleges do not pay attention to practical skills training, so that graduates rarely participate in real marketing projects, and even go to the society in the future, which will also lead to a lack of employment competitiveness due to poor practical ability.

2.5 Teachers lack practical experience

Teachers are the key figures guiding school education and the executors of educational activities, so teachers' ability determines the upper limit of educational ability. However, in the current higher vocational colleges, there are a large number of teachers who have received systematic training and have good theoretical research ability. However, due to the lack of practical experience, the requirements for enterprises and the development of students' practical ability can not be fully grasped. Therefore, it is easy to have difficulties in connecting theory with practice in the teaching process, which affects the scientific development of students.

2.6 Lack of updating course content

The marketing major is developing with the social changes. Therefore, the school should timely change the teaching content of the curriculum in accordance with the actual needs of the society in teaching, so as to ensure that the knowledge and skills that students have mastered are suitable for the current market environment and social actual needs. However, in the current higher vocational colleges in China, due to the relatively backward updating pace of the curriculum of the marketing major, the curriculum development has lagged behind, and the phenomenon of disconnection has occurred to a certain extent, which has a great negative impact on the basic quality cultivation and practical training of higher vocational students. Therefore, higher vocational colleges must further optimize the teaching content, and take the recent market dynamics as a case, Let students learn the most advanced knowledge and ideas.

2.7 Professional positioning does not meet the market demand

The school enterprise cooperation of higher vocational marketing college under the "Internet plus" needs to conform to the trend of the times, take the practice of existing school enterprise cooperation projects as the basis, take the actual data analysis skills as the core, connect the training project information with the data required for actual development, and match the marketing projects with the business management projects. Higher vocational schools should actively carry out in-depth cooperation with Internet enterprises, and carry out talent training through modern apprenticeship system, order training system and other new models.

3. Teaching reform measures of marketing major in higher vocational education under the background of "Internet plus" era

3.1 Insist on establishing morality and cultivating people

In the new era of teaching environment, it is the fundamental task of school moral education to establish morality and cultivate people, as well as vocational teaching. In the concept of talent training, schools should change the traditional teaching ideas that aim at the education of students' professional skills and teachers' professional abilities, and should fully implement the guidance of moral education ideas to students. The purpose is to enable students to have better professional skills and master a skill for students to seek life and development in the future, At the same time, we should also enable them to have excellent moral quality and comprehensive ability. Whether in life, career or social activities, they can take on the mission and have a good three outlook, so as to make their best contribution to the long-term construction of the motherland and make positive efforts for the stable development of our country. As far as students majoring in marketing are concerned, their industries in the future will also be more and more widely connected with the community and the masses, and their excellent business personality has also become the most meaningful business card for students. Therefore, even in the context of the "Internet plus" era, students in higher vocational colleges should still adhere to the basic spiritual direction of cultivating moral integrity and cultivating successors and builders that the country and society really need.

3.2 Optimizing teaching concept

Higher vocational education is an educational form with the combination of production and learning as the development path. It mainly aims at cultivating talents for production, construction, management and service, and emphasizes students' practical work ability. For the marketing major, teachers should take the "Internet plus" era as the background, comprehensively promote the student-centered teaching philosophy, take technology application as the teaching orientation, improve students' familiarity and understanding of composite disciplines, and enhance students' comprehensive application skills, especially in the teaching content, in addition to professional knowledge training, it should also penetrate students' social awareness, professional ability The training of interpersonal communication ability and information quality enables students to better adapt to the changes and requirements of society, find good employment channels based on their own skills and qualities, and promote the construction of compound talents with creativity, independence, development and collaboration capabilities.

3.3 Strengthen Internet innovative teaching practice

Marketing is a professional field with strong teaching practicality, which requires teachers to strengthen practical teaching in the process of implementing curriculum. In the past, most of the curriculum implementation was based on teaching practice, such as sales practice and market research practice. This kind of implementation can really train students' professional awareness, but their initiative is not strong. The survey shows that the proportion of college students starting their own businesses in China is very high. Moreover, in many entrepreneurial projects, it is the least difficult to start a business through the Internet. At the same time, our government also has preferential policy support for students to start a business through the Internet. Therefore, we can strengthen their learning practice by training their innovative consciousness. First of all, schools should provide students with some innovative projects to make them familiar with the content, process and skills of innovation; Secondly, we can support students to start businesses through science and technology incubators on campus.

3.4 Improve the Internet innovative professional curriculum system

At present, the curriculum system of marketing major in most vocational colleges is based on the "4P", which generally includes the most basic courses such as market research, market planning and market research. However, when students actually go to the society and practice in the company, the employers reflect that they have no sense of practice, let alone Internet concept.

At present, the curriculum system of Internet innovation oriented majors needs to focus on teaching and cultivating students' professional skills, and take the application of Internet technology in marketing as the key to guide students. At the same time, we should also pay attention to practical teaching, create a good learning environment and learning opportunities for students, so that they can constantly improve their awareness and ability of "network+marketing" in online teaching. In terms of curriculum structure, it can be divided into basic learning, professional learning and professional development. For example, some basic courses can be set up in basic courses, and some core courses can be added in professional courses, such as market research, as well as network and marketing courses.

3.5 Establish the training objective of Internet innovative marketing talents

According to the analysis of materials and the internal research of the company, the main training goal of the current network innovative salesperson is that if the salesperson needs to have the corresponding professional knowledge and quality, he can first cultivate the real network thinking personnel from the actual needs of the current social market economy development, according to the current market economy's needs for human resources, and at the same time establish a scientific and reasonable curriculum system, Then we will further innovate the traditional teaching mode, strengthen practical education, and cultivate high-level marketing talents to adapt to the new characteristics of the Internet era.

3.6 Innovative Internet based innovative teaching methods

The previous teaching methods can no longer meet the needs of current students, especially their long contact with the Internet. Therefore, if teachers still use the traditional teaching mode, students will lack the enthusiasm to choose the marketing field. The new teaching mode refers to that vocational colleges have built a network classroom environment by independently developing course apps to meet the living habits and learning needs of contemporary students. They can sign in, record and ask questions in the classroom through the app, and can also carry out their own knowledge and review, preview, operation training, etc. after class. At the same time, the concept and way of network are also used reasonably through classroom App, which is more conducive to cultivating students' learning enthusiasm.

3.7 Promoting teacher development

In the era of "Internet plus", the development of teachers also has a new path. Higher vocational colleges can adopt the training method of "academic education+enterprise training". On the one hand, education background should be taken as the basic standard of teachers, so as to investigate the theoretical research of teachers' basic level, teaching ability, teaching level and discipline quality, and increase the training of teachers in schools, and use the network platform to hold academic seminars, professional symposiums, etc. Gradually promote the improvement of teachers' professional quality; In addition, it can strengthen the interaction between school and enterprise talents exchange. Higher vocational colleges can organize teachers to enter famous enterprises for exchange and learning to improve their practical ability. Famous enterprises can also send experts and scholars to campus to improve their theoretical ability through practical training. In addition, higher vocational colleges can also invite entrepreneurs and market experts to hold special lectures on campus to further share their own experience and point out the direction for teachers' teaching and students' growth.

3.8 Pay attention to the combination of MOOC class and flipped class

With the deepening of educational reform, the use of information technology to promote students' active learning, autonomous learning and effective learning in the "Internet plus" environment has been widely recognized. The curriculum of marketing major in higher vocational education can combine MOOC class with flipped class, fully mobilizing the students' initiative and enthusiasm in learning, so that students can use the network to obtain more and more excellent teaching resources. Marketing students can also obtain teaching resources such as specialized course textbooks, case databases, and specialized question databases from other colleges and universities. The most efficient learning mode is to explore interactive courses. The courses under "Internet plus" will enable students to realize their personalized learning mode. The greatest function of teachers is to guide students to use professional knowledge.

3.9 Cultivate skilled talents for marketing posts under O2O mode

The training of marketing professionals in the "Internet plus" environment can focus on the professional field of online marketing with the background of the Internet retail industry and the employment direction of marketing posts in the O2O marketing model. Marketing major should set up corresponding marketing related courses according to the actual needs of the industry and enterprises, such as online sales,

An Analysis of the Construction Path of Higher Vocational Campus Culture from the Perspective of “Three Holds Education”

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Abstract: In the construction of spiritual civilization in higher vocational colleges, the construction of campus culture, as an important link, has a direct impact on the talent training in higher vocational colleges. Practice has proved that a harmonious campus cultural atmosphere plays an extremely important role in improving the quality of students. The construction of campus culture should always focus on the fundamental task of “establishing morality and cultivating people”, and focus on the main line of “three qualities and educating people”. Only in this way can we ensure the scientific and effective construction of campus culture, and better play the role of campus culture in the growth and development of students. Based on this, this paper analyzes the concept of “Three Holds Education” and campus culture construction, as well as the significance of campus culture construction in higher vocational colleges from the perspective of “Three Holds Education”. At the same time, combined with the current situation of campus culture construction in higher vocational colleges, this paper analyzes and discusses the path of campus culture construction in higher vocational colleges from the perspective of “Three Holds Education”, hoping to provide some reference for relevant people and contribute to the construction of campus culture in higher vocational colleges.

Keywords: higher vocational education; Campus culture construction; Three Holds to Educate People

Since the 19th National Congress of the Communist Party of China, focusing on the fundamental task of “building morality and cultivating people” and comprehensively promoting the construction of the new pattern of “three guarantees and education” has become the key task of the majority of higher vocational colleges. In this process, the construction of campus culture, as an important link, has a pivotal position. Its own characteristics of participation, continuity and universality require us to innovate the construction path around the concept of “Three Holds Education”, and build a harmonious, modern and characteristic campus culture of higher vocational colleges, so as to better

O2O marketing, network marketing, team building and interpersonal communication. The marketing specialty should focus on cultivating high-level technical and skilled talents who master three technologies, namely, Photoshop, office software, and product photography, have four qualities, namely, copywriting, speech and expression, interpersonal communication and cooperation, and creative innovation, and master five professional knowledge, namely, online marketing promotion, online sales, marketing planning, marketing, and market research, engaged in the marketing profession under the O2O mode. In the training courses, the courses are set on the basis of “three technologies, four qualities and five professional skills”. According to the typical tasks of marketing and other related projects, and supplemented by the main methods of the corresponding project thinking process design, the courses are gradually embedded into the actual work of the corresponding projects in teaching, the whole week of practical training, and post practice.

4. Conclusion

To sum up, in the context of the “Internet plus” era, the teaching reform measures of the marketing major in higher vocational education mainly include cultivating skilled talents for marketing posts under the O2O model, focusing on the combination of MOOC courses and flipped classrooms, promoting teacher development, innovating Internet innovative teaching methods, and building the training goal of Internet innovative marketing talents.

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