Research on the teaching optimization path of university advertising course under the Internet environment

Zhuosang Xian

Guangzhou College of Technology and Business, Guangzhou 510800, China

Abstract: With the comprehensive arrival of the "Internet +" era, artificial intelligence, new media, big data and so on are gradually integrated into college education and teaching, which has injected new vitality into the teaching reform of advertising course, which is conducive to the construction of intelligent learning space and the improvement of students' advertising design ability and innovation ability. College advertising course teachers should adhere to the employment-oriented, deepen the integration of production and education, and build the "Internet + advertising" teaching model; Actively carry out online and offline mixed teaching, promote the integration of teaching inside and outside class, and meet the students' personalized learning space; Schools and enterprises jointly build intelligent training bases, optimize hardware and software facilities, and build collaborative education models; Make good use of the new media platform to push new concepts and excellent cases of advertising, etc., and comprehensively improve the teaching quality of advertising courses.

Key words: Internet; University advertising; Importance; Optimizing the path

Introduction:

Under the background of "Internet +", the way of advertising design, planning and communication has changed, and the demand for advertising talents has also quietly changed. Therefore, colleges and universities should base on the characteristics of the Internet era, innovate the teaching mode of advertising courses, stimulate students' innovative thinking, and realize the double improvement of teaching and education quality. Colleges and universities should comprehensively promote the integration of production and education, build training bases with local advertising enterprises, develop loose leaf teaching materials for advertising, integrate advertising design skills such as Tiktok and Weibo into teaching, and improve students' advertising design ability. At the same time, advertising teachers should actively carry out blended teaching, build a "cloud classroom in the sky", promote the connection between pre-class, classroom and after-class teaching, stimulate students' enthusiasm for independent learning, and use wechat and Weibo to communicate with students after class to improve their professional skills.

1. The importance of the Internet to the reform of advertising course teaching in colleges and universities

1. It is helpful to expand the course teaching content

The advent of the "Internet +" era has promoted the sharing of high-quality educational resources and provided a large number of high-quality teaching materials for advertising teaching in colleges and universities, such as online teaching videos of famous teachers, excellent advertising design cases and new media advertising materials, which are conducive to further expanding the content of advertising textbooks and promoting the docking of advertising professional skills and course teaching. And further enhance students' professional ability. At the same time, the Internet also promotes the cooperation between enterprises and universities, facilitates the remote teaching, and allows students to interact with graphic advertising designers and artists online through the Internet, so that they can learn job skills in advance and improve their employment competitiveness.

2. It is conducive to the construction of intelligent teaching model

In the Internet era, artificial intelligence, big data and cloud computing provide more choices for the teaching of Advertising in colleges and universities, promote the development of new teaching models such as blended teaching and virtual simulation training, and help build digital and intelligent learning space to meet students' personalized learning needs. For example, colleges and universities can actively promote mixed teaching platforms such as Blue Ink Cloud class and Super Star Learning, carry out online live teaching, innovate the teaching mode of "Advertising" course, and promote the connection between teaching and teaching inside and outside the class. VR devices can also be used to create different virtual situations to stimulate students' advertising design inspiration, so as to accelerate the construction of "Advertising" intelligent teaching mode.

3. It is conducive to cultivating students' ability of innovation and entrepreneurship

The Internet has promoted the development of new media such as Weibo, Douyin and XiaoHongshu. Innovative advertising talents have become popular in the job market, and more opportunities have been created for college students to start their own businesses. The integration of Internet into the teaching of Advertising in colleges and universities is conducive to deepening students' understanding of we-media, new media marketing and other industries, stimulating their enthusiasm for innovation and entrepreneurship, guiding students to actively explore professional knowledge such as short video marketing and different styles of advertising planning and design, stimulating their inspiration for advertising design, planning and marketing, and further improving their innovation ability. And help them find their ideal jobs.

2. The current situation of advertising course teaching in universities under the Internet environment

1. Lack of high-quality digital teaching resources

Although many teachers of Advertising in colleges and universities are actively carrying out information-based teaching, they are accustomed to directly downloading high-quality Internet micro-lessons and online teaching videos, and neglect to develop digital teaching resources such as loose leaf textbooks and excellent advertising portfolios. As a result, information-based teaching resources are seriously homogenized, and it is difficult to stimulate students' interest in learning. Although some teachers have established a digital teaching resource library, the update is not timely, and they do not timely add the excellent works of domestic advertising competitions, well-known enterprises and excellent advertisements of we-media to the digital teaching resource library, which virtually affects the quality of information-based teaching.

2. The design of blended teaching links is not reasonable

Some teachers of "Advertising" are not familiar with the mixed teaching software such as Super Star Learning Pass and Blue Ink Cloud Class, blindly using micro-lessons and online tests, ignoring the careful design of online and offline links. Online and offline links are derailed, and online teaching seems "lively", but the teaching effect is not satisfactory. In the process of blended teaching, some teachers have insufficient interaction with students, did not grasp the opportunity of interaction between link, group discussion and teacher-student interaction, and did not accurately analyze students' online learning data, which affected the follow-up offline teaching.

3. Less use of new media technology

Tiktok, Weibo and wechat are the hot spots in the advertising industry, which have changed the traditional advertising design and planning, copy design and advertising communication methods. However, these new media are rarely used in the Advertising course of colleges and universities, which is not conducive to cultivating students' innovation and entrepreneurship ability. For example, some teachers neglect to collect excellent advertisements on new media platforms such as Tiktok and Weibo, and lack the explanation of current popular advertising design concepts and classic advertising works, resulting in single teaching cases such as advertising copy design and advertising planning, which is difficult to stimulate students' inspiration for advertising design, which is not conducive to improving the teaching quality of courses.

3. The teaching optimization path of advertising in colleges and universities under the Internet environment

1. Deepen the integration strategy of production and education, and build a digital teaching resource library

First, colleges and universities should promote the integration of industry and education and cooperation between schools and enterprises, based on the talent needs of the advertising industry, jointly develop loose-leaf textbooks and teaching cases of "Advertising", build digital teaching resources, and further promote the connection between post skills and course teaching content. For example, schools can collect excellent print advertisements, advertising shorts, advertising copy and planning works of enterprises, and convert these works into teaching cases, and advertisement designers and planners of enterprises are responsible for explaining these cases, so as to promote the integration of advertising theory and practice teaching. At the same time, schools and enterprises can also jointly develop loose-leaf teaching materials, flexibly add or reduce the content of loose-leaf teaching materials according to the students' grasp of advertising knowledge points, to further meet the needs of advertising talents in enterprises and improve the quality of school-enterprise collaborative education. Second, teachers can regularly update the digital teaching resource library, collect excellent advertising videos and advertising planning schemes on new media platforms such as Tiktok, Weibo and Xiaored Book, independently compile teaching cases and videos on new media advertising design and advertising short video production, and upload these resources to the online teaching platform, which is convenient for students to learn professional knowledge anytime and anywhere. To enrich their professional knowledge reserve. Internet technology is conducive to expanding the integration of industry and education and cooperation between schools and enterprises, integrating high-quality Internet education resources and excellent advertising works of enterprises into the teaching of Advertising, further expanding the content of textbooks and improving the teaching quality.

2. Actively carry out blended teaching and build a smart advertising classroom

Teachers of "Advertising" in colleges and universities should actively carry out mixed teaching online and offline, learn the operation of super star learning APP, scientifically design online and offline teaching links, and stimulate students' enthusiasm for independent learning. For example, when teachers explain the relevant knowledge of advertising copy design, they can collect the current popular advertising short films, upload them to the Super Star Learning platform, design relevant questions, and scientifically guide students to preview before class. First of all, teachers can discuss with students the characteristics of excellent advertising copywriting, how to catch consumers' attention, highlight product features, leave students time for group discussion, and create a good atmosphere for online learning. Students can share their analysis of advertising short films online, such as advertising theme, slogan design, video clips and other features, and share their understanding of advertising copy design, and have interactive discussions with other students, so as to master the relevant knowledge points of advertising copy design as soon as possible. Secondly, teachers can design online test questions around advertising copy, which can be divided into choice, fill-in-the-blank and short-answer questions. They can use the Hyperstar Learning APP for automatic marking,

quickly analyze the most incorrect questions and student scores, and carry out offline precision teaching according to the online test data to promote the connection between online and offline teaching and further improve the quality of blended teaching. In addition, students can independently review online teaching videos offline, carry out targeted review for their own knowledge shortcomings, and interact with teachers and classmates online to further improve the efficiency of independent learning.

3. Schools and enterprises jointly build intelligent practical training bases to improve the quality of practical teaching

Colleges and universities should attach importance to the construction of advertising professional training bases, cooperate with enterprises to build intelligent training bases, purchase VR equipment, photography equipment and all kinds of advertising design related software, and improve the software and hardware level of training bases. Colleges and universities can strive for enterprise funds and advanced equipment to build VR immersive advertising design training rooms, simulate the sea, jungle, snow mountains and other scenes, meet the needs of advertising training teaching, let students experience different product advertising copy planning, advertising short film shooting and other post skills, improve their post practice ability. For example, teachers can use VR equipment to create a scene of Marine protection public service advertisements, encourage students to freely form groups, let them use VR equipment to design advertising copywriting and shoot advertising videos, connect Marine animals, plants, human activities and other scenes, and further improve their advertising design ability. In addition, the school can also jointly establish a professional advertising master studio, the training base as the teaching venue of the famous teacher studio, regularly invite corporate advertising designers, planners, artists and photographers to participate in the teaching of the famous teacher studio, let them lead students to shoot print advertisements, advertising videos, participate in advertising planning, and further innovate the practical training teaching model.

4. Skillfully use new media to improve the teaching quality of advertising courses

First of all, advertising teachers in colleges and universities should make good use of the university's Weibo and wechat public accounts to regularly push advertising news, advertising design competitions, vocational skill level examinations and other relevant information, interact with students online in a timely manner, and answer their questions in the process of professional course learning, competition preparation and social practice. For example, teachers can release relevant information about the National Advertising Art Competition for College Students on the university microblog account, introduce the competition entry process and the golden value of awards, encourage students to sign up actively, upload relevant training materials of the competition in a timely manner, such as winning works of previous competitions and scoring standards of the competition, answer students' questions about the competition online, and further stimulate their enthusiasm to participate. So as to enhance their employment competitiveness. Secondly, teachers can collect short advertising videos released by famous enterprise accounts and outstanding "we media" people such as Douyin, Kuaishou and XiaoHongshu, and edit them together, lead students to analyze these short advertising videos, and lead students to shoot short advertising videos on campus, so as to stimulate their design ability and improve their shooting ability.

4. Conclusion

Colleges and universities should base on the employment situation in the advertising industry, seize the economic opportunity of "Internet +", innovate the teaching mode of "Advertising" course, use the Internet to expand the integration of industry and education, school-enterprise cooperation methods and cooperation contents, invite enterprises to participate in the construction of digital teaching resources, accelerate the development of loose-leaf textbooks and digital textbooks, and enrich teaching resources. They should also cooperate with enterprises to establish intelligent practical training bases, introduce advanced VR equipment, photography equipment and advertising design software, and improve the quality of practical training and teaching. Teachers of "Advertising Science" in colleges and universities should actively carry out blended teaching, use super Star learning to carry out live teaching, optimize the connection between teaching inside and outside class, meet students' personalized learning needs, skillfully use new media to carry out teaching, lead students to appreciate and learn excellent advertising shorts and print advertisements, further stimulate students' advertising design inspiration, and improve their innovation and entrepreneurship ability. To achieve a win-win situation between teaching and learning of "Advertising".

References:

[1] Yang Xu. Leading or Following: A Debate on the Theory and Practice of Advertising Teaching in the New Media Era [J]. China Advertising,2022(06):65-67.

[2] Xueyi Rui. Analysis of Advertising teaching Reform and Practice based on "Internet +" [J]. Public Relations World,2022(10):32-33.

[3] Songtao Guan,Liangxia Xu,Pingping Yang. Practice Teaching of Advertising Copywriting in the Environment of "Internet + Education" : A case study of discipline Competition Daguang Competition and Daguang Festival Academy Award [J]. Literature and Education Materials,2020(26):196-198.

About the author: Zhuosang Xian, born in April 1989. Female, born in Luoding, Guangdong Province, graduated from Guangxi University with a master degree in communication studies. She is a lecturer. Her research direction is advertising, Marketing.