

# *Enhancement of Ideological and Political Education in Professional Courses by Using Heritage Brands*

—Taking the Course "Omnimedia Marketing" as an Example

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**Abstract**—With the aim to cultivate students' patriotism and positive values and enhance the role of ideological and political education in professional courses, the author carried out preliminary study of teaching reform of "Omnimedia Marketing" by adopting case teaching and project design. The study contains three aspects including teaching objectives, design and effectiveness and combines the professional courses with the heritage brands to give full functionality of the professional courses on people education. By conducting the Omnimedia Marketing program the students created a whole new experience and culture for the heritage brands and more additionally recognized the traditional brands and traditional culture.

**Keywords**—Heritage Brands; Ideological and Political Education; Omnimedia Marketing; Teaching Reform

## I. INTRODUCTION

"Omnimedia Marketing" is the definitive course of the School of Journalism and Communication. The content mainly covers the methods and strategies of Omnimedia Marketing, the related trends of the latest media marketing and the writing of media marketing programs. In the past teaching practice the author often pays attention to the cultivation of students' basic theoretical knowledge and basic abilities, and lacks the systematic design of curriculum ideology. As the key construction project of Shanghai Jian Qiao University in 2018, the author has carried out relevant teaching reforms. Here is the summarization of the process of teaching design and teaching implementation.

## II. BACKGROUND OF THE PROJECT

In December 2016, General Secretary Xi Jinping emphasized at the National Conference on Ideological and Political Work in Colleges and Universities that it is necessary to persist in taking the Li De Shu Ren as the central link, and to carry out ideological and political work throughout the entire process of education and teaching, to realize the whole process of educating people and educating people in all directions. Create a new situation in the development of China's higher education [1]. To grasp the construction of ideological and political work positions in colleges and universities, the key is to seize the main position of the classroom and use the main channel of teaching. In this regard, Shanghai has specialized in the ideological and political theory courses and the different

This paper is one of deliverables of the key curriculum construction project on "Omnimedia Marketing" in Shanghai Jian Qiao University in 2018.

attributes of the "Chinese series" ideological and political theory courses, comprehensive quality courses, and professional education courses. In recent years, Shanghai University of Traditional Chinese Medicine, Shanghai International Studies University and other schools have specialized in this. The practice of reforming the curriculum into excellent traditional culture proves that strengthening the excellent traditional culture of college students with professional knowledge and knowledge is more persuasive and appealing than purely ideological and political lessons. It can maximize the function of the main channels of the classroom and reverse the re-education of professional courses. The situation of nurturing people[2]. As an applied undergraduate college, Shanghai Jian Qiao University should be based in Shanghai and radiate to the Yangtze River Delta region. In April 2018, the Shanghai Municipal People's Government of the Communist Party of China issued the "Several Opinions on Promoting the High-Quality Development of the "Four Brands" in Shanghai": Fully Launching "Shanghai Service", "Shanghai Manufacturing", "Shanghai Shopping" and "Shanghai Culture" The four major brands are an important carrier for Shanghai to better implement and serve the national strategy and accelerate the construction of a modern economic system. It is an important measure to promote high-quality development and create a high-quality life. Among them, in the launch of the "Shanghai Shopping" brand, it is clear that by 2020, 50 new brands with distinctive Shanghai characteristics and 50 heritage brands will be launched[3].

As a marketing tool, Omnimedia Marketing is originally from the industry. It is the marketer's media format that encompasses the current mixed media, and hopes to find a more intensive induction and extension in the business scope. In the academic world, some scholars have done a certain sort of "omnimedia", but there is still a certain distance from the practical needs of the marketing level. In particular, more scholars tend to equate the omnimedia directly with new media. However, the author believes that the omnimedia not only includes new media, but also traditional media and other emerging new media. As long as the media form can serve related marketing themes, it belongs to the scope of Omnimedia Marketing. In addition, the omnimedia marketing is no longer limited to the framework of the previous theme communication activities, focusing on how to integrate marketing information and design media in the integrated

marketing communication of various measures such as coordinating advertising, promotion, public relations communication, offline activities and two-way interaction. Communicate and explore new ways of communication. Omnimedia marketing is becoming a new trend in marketing campaigns. As a professional education course - "Omnimedia Marketing", the heritage brands "Ku Mu Feng Chun" program - based on the curriculum reform concept under the concept of teaching reform.

### III. TEACHING REFORM

Since it is the teaching reform of "Omnimedia Marketing", it is necessary to make a concept identification of "Omnimedia Marketing". The first is the definition of "Omnimedia" In the era of media convergence, the omnimedia involves the reorientation of the media's own attributes, the integration of new and old media is increasingly close, broadcasting is no longer broadcast, but also involves new media's Weibo, public number, APP, etc. TV is not just TV. It also involves the live broadcast of new media, Weibo, WeChat, etc., so it is impossible to summarize the omnimedia with traditional media or new media. The so-called omnimedia refers to a decentralized and interactive media communication system, as long as the media form can serve its marketing theme. Second is the Omnimedia Marketing as a marketing tool. The concept corresponding to "Omnimedia" in the marketing system is "all-round marketing communication". The author believes that Omnimedia Marketing refers to the use of omnimedia integrated communication in the context of media integration. Through the synergy of different platforms (information + video + e-commerce + social + promotion, etc.), it can achieve full audience of different time and space. Coverage, maximizing the reach of the brand's target audience, and having a multifaceted impact on it. This concept takes the media format as it should be and take care of the integration of technology as well as social needs. This is a dynamic concept that is a comprehensive combination of omnimedia and all-round marketing.

#### A. Teaching Objectives

Omnimedia Marketing has been transferred from the past to focus on basic knowledge and basic skills, not only to emphasize the skills of media marketing, but also to cultivate students' patriotic feelings and the willingness and ability to serve enterprises and society. Promote the recognition of traditional brands, through the new methods and new methods of media marketing, create a brand new experience and culture for the heritage brands so that more young consumers agree to use the heritage brands.

For example, in the teaching outlined in the first unit, in addition to letting students master the basic concepts of media marketing, familiar with the basic knowledge of the status quo and development trend of media marketing, it is also necessary to strengthen the excellent traditional culture of college students with professional knowledge as a carrier. Students know that full media marketing is not only a marketing tool for foreign brands, but also a marketing magic weapon for heritage brands names. Take the Forbidden City as an example, from the "National Palace Museum" to the "Forbidden City Taobao",

from the Forbidden City and Nongfu Springs, the nine "National Palace Bottles" to the Forbidden City Taobao's thousands of Wenchuang products, from 2016 "Tencent NEXT IDEAx The Forbidden City QQ Expression Creation Competition" to the "NEXT IDEA Music Innovation Competition" in 2018 - the ancient paintings will sing, the National Brand of the Forbidden City, in recent years, succeeded in its own marketing through media marketing such as market marketing and entertainment marketing. Created an explosion of IP brand. The heritage brands are not only the result of a kind of commercial trade, but more importantly, the inheritance and development of a historical traditional culture; the heritage brands are not only a product of the commercial economy, but also the result of the spread of traditional culture for decades; in the context of media integration, Through the integration of media marketing methods, the heritage brands have renewed its vitality and reshaped the cultural spirit of the heritage brands. It has become a teaching goal of the omnimedia marketing curriculum.

As D.Y. Gao pointed out in his paper, "Strengthening the excellent traditional culture of college students with professional knowledge as a carrier, with strong persuasiveness and appeal, helps to maximize the function of the main channels of the classroom, and reverse the phenomenon of teaching and learning in the professional curriculum[4]. The media marketing transformation of the heritage brands not only enables students to learn about the professional knowledge of media marketing, but also has the ability to serve enterprises and society, and allows students to identify with traditional brands and traditions. Culture, with positive and progressive values; and then achieve the teaching objectives of the curriculum ideological and political.

#### B. Teaching Design

In the past, the Omnimedia Marketing course focused on cultivating the mastery of marketing knowledge and the ability to write marketing programs, and rarely involved the relevant content of the curriculum. In the process of designing teaching content this year, the author directly designed the relevant content of the ideological and political concept to be interspersed in teaching cases and small homework.

In addition, the author believes that since the setting of the teaching objectives already has the content of the curriculum ideological and political, then the teaching assessment should also be reflected. Therefore, according to the "Several Opinions of the Shanghai Municipal People's Government of the Shanghai Municipal Committee of the People's Republic of China on Promoting the High-Quality Development of Shanghai's "Four Brands", "Implementing Three Special Actions on Consumer Brand Aggregation, Rejuvenation of Heritage brands, and Consumer Business Card Polishing, Promote The heritage brands inherits and innovates"[3], and other guidance, designed a course process X2: The heritage brands "Ku Mu Feng Chun" plan - to propose their own new media marketing plan for Shanghai's heritage brands, let students choose an heritage brands of Shanghai Conducting marketing analysis for the past three years, and then proposing new media marketing solutions based on its disadvantages and shortcomings[5].

### C. Teaching Effectiveness

The following are some of the student's homework presentations and evaluations. The three students chose Lao Zheng Xing, Xing Hua Lou and Bai Que Ling to provide new media marketing solutions.

Lao Zheng Xing is a restaurant founded during the Tongzhi Period of the Qing Dynasty. It is good at cooking fresh rivers and has Shanghai characteristics. However, its marketing methods are extremely simple. It only involves hard advertising and diners evaluation on some platforms such as public comment. There is almost no information on other new media such as WeChat, Zhihu, Weibo, and Vibrato. In this regard, the students take the "Homesickness that can be eaten" as the entry point, use the hunger marketing, embrace e-commerce, offline linkage, soft text and other methods to borrow the intangible cultural heritage and launch the Lao Zheng Xing's peripheral products on Taobao such as postcards and stamps in the shape of various dishes. They increased their promotion of new media platforms such as Vibrato, Zhihu, Weibo, etc., and realized the multi-faceted media marketing promotion plan of the heritage brands. Students use a variety of media forms and marketing methods to attract more young people to pay attention to the old and try to experience. However, their media are independent, and there is no necessary linkage between the media. Therefore, it is necessary to make corresponding changes in the setting of the theme and the connection of the media, highlighting the "can eat" and enhancing the interaction between the media.

Founded in 1851, Xing Hua Lou is a famous Cantonese-style restaurant. However, the advantage of being a special hotel is almost forgotten. It only knows the popularity of its mooncakes. In terms of marketing methods, it is too simple and traditional, only promotions, Discounts are used as a primary means of use. In this regard, the students raised their own media marketing plans for the apricot flower moon cakes, such as the new moon cake style, launched new products such as health moon cakes (ginseng, medicated diet), Naliang moon cake (lily, mung bean), and promoted it in other non-sale seasons. Consumption; with the "talking moon cake" as the gimmick, through the WeChat QR code to let consumers spread their specific voice and video blessings to their relatives and friends, combined with microblogging topic marketing, linkage offline lottery activities detonated the sales boom. Students better choose the media formats commonly used by young consumers: Weibo, public number, video, etc., but their linkage experience design is too ideal, without considering the details of actual marketing: printing blessing code, suggesting that it use H5 form Alternative coding, viral marketing with H5 with a welfare nature, and secondary marketing communication in new media.

Founded in 1931, Bai Que Ling is one of the few cosmetics manufacturers in China. Students not only introduce some successful cases in the market, IP marketing, topic marketing, but also more accurately point out the disadvantages and shortcomings of their brands like high advertising reading with low sales conversion rate. At the time of the first draft, the student-specific marketing plan was too simple, and students were advised to perform precise marketing based on their

specific disadvantages. If the amount of advertisements is high and the sales of single sales is low, can you consider adding "eggs" to the online posters or related demographic benefits in the long-painting posters? Can you consider building the brand itself for the problem of double the increase in advertising costs? Experience the marketing venue, directly create sales through the form of net red punch card, and reduce the advertising of relevant media; for the problem of image solidification, through the high-tech experience, and the linkage with other young brands, it is recommended to refer to "T Mall Mirror" "The idea of making the brand look tall." In response to this, the students made relevant changes according to the author's suggestion, and finally proposed "three steps."

1) Cooperate with Beauty Camera to make the interface color become the exclusive color of the Bai Que Ling antelope - green, and make a series of filters or stickers; and in the store, display "Meitu Mirror", instantly display "Magic Mirror" Estimated age and the dryness of the skin of the consumer to recommend the corresponding skin care products for consumers and to provide professional skin management solutions for consumers.

2) Create a game paradise experience store exclusive to Bai Que Ling, so that young consumers can get close to the brand culture and enhance the brand experience. A small gift bag received at the entrance, in addition to 5 game coins and some sample of skin care products; set up a small sample product in the store, and under each sample there is a QR code, you can purchase by scan code or directly in the store. As for the game machine: put the products of the hundred que antelope in the doll machine: hand cream, lotion, moisturizer, lip balm, etc.; as well as racing, shooting, dancing machines, etc., can collect the corresponding votes, and finally go to the front desk In exchange for the corresponding products; of course, the "Magic Mirror Maze" is indispensable, so that consumers can experience the "Fun of the Magic Mirror" and take photos of the beautiful.

3) In order to improve the purchase conversion rate of advertisements, Bai Que Ling will use various methods to guide consumers to directly enter the relevant purchase channels from advertisements and increase the conversion rate. Bai Que Ling long image advertising reading is high, but the conversion rate is not high, there is a big reason is that after reading, you can't directly purchase, you need to open Taobao search Bai Que Ling store, so we can address this problem in Bai Que Ling at the bottom of the feature long-image advertisement, a QR code is set up. By directly scanning the code, you can jump to the store to purchase the product. At the same time, we can also set some game links in the long-image advertisement to form an interaction: for example, the two groups are exactly the same. In the long picture poster, there are several different places for consumers to find out. Every time a consumer finds 3 places, they can lead the poster to scan the bottom two-dimensional code of the poster and jump to the Bai Que Ling store to exchange some small products (such as small hand cream, mask, beautiful cosmetic case, etc.) or get the purchase discounts. Fun and discounts will increase sales of products to some extent.

The heritage brands "Ku Mu Feng Chun" plan not only enables students to propose media marketing solutions in a targeted manner, but also enables them to exercise their ability to serve enterprises and society. It also enables students to gain an in-depth understanding of Shanghai's heritage brands and its culture, and to achieve the correct curriculum values and aesthetics guide.

#### IV. CONCLUSION

1. The authors combine current affairs background and regional policies and carry out timely education reform according to the school's own positioning and the actual situation of students. Incorporating ideological and political education into the teaching process of professional courses is not only in line with the needs of the development of the times but also conducive to the establishment of students' patriotic feelings and the shaping of positive values.

2. The heritage brands as the entry point for the ideological and political education of professional courses is also the characteristics and innovation of this project. The "Ku Mu Feng Chun" plan of the heritage brands has not only created a brand-new experience and culture for the heritage brands but also made young consumers gradually realize and recognize the heritage brands.

3. The practical results of related projects not only enable students to learn marketing knowledge and strategic methods, but also allow students to identify traditional brands and traditional cultures in a subtle way, thus achieving the educational goals of curriculum ideology[6].

In summary, the implementation and exploration of the teaching reform of the course "Omnimedia Marketing" needs to further strengthen the teaching research, summarize the teaching experience, and gradually form a holistic solution that can be copied and promoted.

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