

# Research on Teaching and Reform of Marketing Course Based on Big Data

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**Abstract**-With the advent of the information age, the demand for marketing talents from the perspective of big data is also increasing. Local colleges and universities are the main position to train practical skilled personnel, shoulder the heavy burden of training marketing personnel, and better meet the needs of training marketing professionals in the context of big data. This paper analyses the challenges faced by the teaching of marketing under the background of big data, puts forward specific teaching and reform measures, and draws relevant conclusions, which is conducive to promoting the teaching and reform of marketing courses in our university and cultivating more excellent talents of big data marketing for the society.

**Keywords**-big data, marketing, teaching reform

## I. INTRODUCTION

With the rapid development of Internet and big data technology, the demand for marketing talents is gradually increasing, and the demand for marketing talents is also increasing. The concept of "Internet +", the popularity of O2O mode, and the rise of e-commerce to national strategy ,have brought about new changes in the marketing mode of enterprises, and all walks of life have higher requirements for marketing personnel. However, the existing marketing teaching and personnel training model has not kept up with the pace of the times, especially as a basic and professional integration of marketing courses cannot meet the requirements of social development. Therefore, as a local university, we must reform the traditional teaching mode of marketing course in the past, introduce the knowledge of big data, make the integration of marketing and big data technology, and train big data marketing talents to adapt to the development of the new era. Actively promoting the rapid development of Internet + big data plays an important role in creating a new talent training system. In order to train more excellent marketing talents, our school needs to combine the basic needs of Internet + big data development, set up relevant specialties and build relevant research sites, learn from domestic and foreign practice results and experience, and actively introduce into marketing talents training. Under the background of big data era, our school should keep up with the pace of development of the times, combine with the actual needs of market development, adhere to the basic concept of social and economic development, and find a new training mode of big data marketing talents in line with local economic development.

## II. CHALLENGES OF MARKETING TEACHING UNDER THE BACKGROUND OF BIG DATA

### A. Great Changes have Taken Place in the Content of Marketing Courses.

With the rapid development of science and technology, the information society has arrived. Cloud computing, mobile interconnection, big data and media make the market environment change rapidly. Marketing is a discipline that studies the marketing behavior of enterprises, and enterprises follow the market. Therefore, large and small enterprises have undergone a vigorous transformation. If enterprises still follow the traditional marketing model, then the shutdown is only a matter of time. Therefore, in order to adapt to the modern big data environment, we must adjust the teaching content of marketing course. The strategic planning time of enterprises will be shortened. From the perspective of marketing, enterprise strategic planning is a social management process, which must be directional, global and long-term. Under the background of big data, the market is changing with each passing day. A set of enterprise development plans for three to five years is of no value. Enterprises can only formulate a one-year strategic plan, or even update their development strategies in a weekly unit, monitor the market situation in real time, and ensure that enterprises are not eliminated by the market. Traditional promotion strategies will be rewritten. Television advertising promotion is a common promotion strategy in the past, but this form is declining, replaced by WiFi marketing and two-dimensional code marketing under the new social network. Through free traffic and other means to firmly grasp the hearts of customers, but also saved a lot of money.

### B. Challenges Faced by Traditional Teaching Methods

Under the background of big data, new educational platforms have emerged. Our educational departments have solicited educational videos from well-known universities nationwide to build online learning platforms for social personages and students. This method greatly facilitates learners, but also brings great impact on traditional classroom teaching. The traditional teaching method lacks attraction. Most of the teachers in the classroom teach textbooks. Even if there is communication between teachers and students, it is also limited by time and psychological factors. The lack of active atmosphere in the classroom,

coupled with the single teaching form, reduces classroom efficiency and affects the quality of teaching.

#### *C. The Course System of Marketing is not Perfect and Standardized Enough*

The curriculum structure of marketing education is too backward. At present, the training mode of marketing professionals in China is relatively backward. The curriculum structure and knowledge are not perfect enough. It pays too much attention to theoretical knowledge and neglects marketing practice experience. The renewal speed of marketing teaching curriculum is relatively slow, and many old curriculum knowledge is still used, while the curriculum knowledge that keeps pace with the times is relatively small. The teaching system of marketing elective course is not perfect enough. In order to expand students' knowledge field and vision, elective courses are offered. However, because the teaching system of elective course is not perfect enough, it may have an impact on students.

#### *D. The Teaching Content of Marketing is out of Touch with Reality*

At present, the teaching content of marketing course is disjointed, mainly in the following two aspects. Firstly, the knowledge content of marketing course is out of line with the post skills of enterprises. Most of the courses of marketing specialty in Colleges and universities in China emphasize theory rather than practice, and the overall proportion of courses offered is on the high side. Second, the teaching content of marketing education is out of line with the development of information technology. According to the survey, at present, the teaching design and job knowledge system of marketing specialty in Chinese colleges and universities are not symmetrical with the development of modern information technology, which results in that the marketing knowledge learnt by students can not meet the basic requirements of the development of modern information age.

#### *E. The Ability of Marketing Talents can not Meet the Requirement of Social Dynamic Change*

With the rapid development of applied technology, the maturity of marketing tools, especially the continuous accumulation of massive data, the marketing model based on big data is further innovated and upgraded, and the requirement for marketing talents ability is changing accordingly. The ability and quality of marketing talents can not keep up with the development of enterprise demand. Therefore, the teaching of marketing course should also adjust its foothold and coping strategies, carry out teaching mode reform, integrate the characteristics of the big data era into marketing teaching, provide strong support for the close combination of classroom teaching and practice, improve teaching effect, and cultivate marketing talents with dynamic ability and meet social needs.

### III. TEACHING REFORM OF MARKETING SPECIALTY UNDER THE BACKGROUND OF BIG DATA

#### *A. Implementing Big Data Enterprise Practice Project*

Enterprise Big Data Practice Project supports new marketing exploration practices, such as interactive marketing, intelligent marketing, etc. Through the enterprise big data practice project, students can quickly learn and master the management and application of big data, as well as the new model of intelligent service system construction. Students can quickly understand the strategy implementation of commodity promotion, brand positioning and promotion management. In fact, the combination of real enterprise projects can not only enable students to quickly understand the accuracy of their product positioning and market grasp, but also mobilize students' enthusiasm, enhance students' sense of participation, and improve students' practical and innovative ability. Therefore, in order to cultivate high-quality, high-ability and compound marketing talents, marketing specialty should devote itself to exploring new teaching methods constantly. Guided by real case projects, marketing specialty has carried out a comprehensive study on business analysis, technology selection, architecture design, cluster planning, installation and deployment, integration and development of case projects, and interaction design of Web visualization systems. The explanations and analysis will help students keep abreast of the development trend of technology.

#### *B. Field Survey and Analysis for Big Data*

Field survey is a process of letting students think and verify their views. In-depth analysis can reveal the problems existing in existing marketing strategies. By letting students feel, experience and investigate in the real environment, and listening to the explanation and analysis of the application of big data in enterprises, they can deepen their understanding of the nature and regularity of big data marketing, as well as the relationship with other things. Teachers can lead students to the retail stores to visit and investigate, and on-site analysis of commodity display, product design and sales situation, and later combined with the physical stores in various aspects of the situation of comparative analysis from the data level. Through on-the-spot investigation and analysis, on the one hand, business people can pay more attention to students' theory and practice, on the other hand, they can close the distance between students and the market, so that they can learn to pay more attention to marketing, effectiveness and other issues when formulating brand marketing strategies. Therefore, in order to enable students to fully integrate the actual situation and make use of the data to do the corresponding strategies, marketing specialty should continue to practice the field survey and analysis of big data, improve the teaching effect by combining theory with practice, mixing online and offline, and carry out the cooperative teaching of industry, University and research in a real sense.

### *C. Exploring Marketing Application and Innovation Oriented to Big Data*

The essence of marketing application and innovation is to add value to enterprises, customers and other stakeholders. With the continuous development of mobile internet, social network, cloud computing, big data technology and artificial intelligence, new business models and technology applications will emerge one after another, which provides many important opportunities and platforms for marketing applications and innovation. In fact, in recent years, well-known enterprises at home and abroad have been using structured and unstructured data to promote business innovation and profit growth, as well as using machine learning and data mining methods to optimize inventory and supply chain decision-making. Therefore, in order to enhance the sensitivity of students to new business models and marketing models, and to make them deeply aware of different data types and their potential application value systems, marketing majors should devote themselves to exploring and analyzing marketing applications and innovations oriented to big data, and on the basis of combining theories in courses such as Introduction to Electronic Commerce, Network Marketing and Consumer Behavior. We will have deep understanding of the new changes in data services brought about by big data.

## **IV. SPECIFIC MEASURES OF TEACHING AND REFORMING MARKETING COURSE IN THE BACKGROUND OF BIG DATA**

### *A. Incorporating Innovation and Entrepreneurship Education into Marketing Teaching*

With the rapid development of Internet technology, our marketing major has also met great challenges and opportunities in the actual development process. At present, students majoring in marketing live in the context of the Internet, which makes them rely heavily on the Internet in daily communication and information acquisition. This group understands and is proficient in the application of Internet technology, and can create a lot of wealth with the help of the Internet. Based on the Internet, it can greatly help the group. The entrepreneurship activities carried out under the background of Internet and big data have greatly reduced the entry threshold of entrepreneurship. A large number of enterprises have provided a large number of entrepreneurship platforms and opportunities for college students through the way of school-enterprise cooperation.

### *B. Strengthen the Training of Skilled Personnel in Marketing Post*

Under the background of Internet and big data, the training of marketing professionals should be based on the development needs of the Internet industry. Through the analysis of the employment direction of marketing posts under the background of O2O, we should constantly approach and gather in the field of network marketing career development. The construction of training program for marketing professionals should form corresponding curriculum contents and standards according to the needs.

Professionals are required to master the skills of network marketing promotion, network marketing, marketing planning, sales and market research.

### *C. Promoting Deepening School-Enterprise Cooperation under the Background of Internet and Big Data*

Under the background of Internet and big data, all kinds of school-enterprise cooperation should make full use of the development needs of the times, take the current school-enterprise cooperation as the foundation, take big data as the important support, and realize the perfect coordination of marketing teaching activities and enterprise production activities through talent training plan formulation and the way of connecting the talents needed by enterprises.

### *D. Update Marketing Teaching Content in Time*

In order to cope with the ever-changing market under the background of big data, teachers must abandon tradition, jump out of the circle of conformity, broaden thinking and expand teaching content with big data. At the same time, scholars are required to follow teachers and learn to think in many ways and in depth. Knowledge is never absolute and immobilized, but constantly changing with social development and scientific and technological progress. On the one hand, the majority of teachers should pay close attention to the development of marketing theory and actively search for the cutting-edge content of marketing theory; on the other hand, they should deeply analyze the latest successful marketing cases at home and abroad, draw useful information from their own reality, pay attention to the reform of business models at home and abroad, hold more and participate in authoritative seminars and exchanges, and strengthen cooperation with leading enterprises. We should continue to innovate and take the lead in the same industry. We should also sum up the unreasonable parts of the existing teaching and put forward solutions in time.

### *E. Combination of Marketing Classroom and Computer Network*

Realizing the combination of marketing classroom and computer network is conducive to enhancing the application ability of information equipment for marketing majors. Specifically, first of all, teachers should use the host computer to control the students in order to enable students to learn knowledge more systematically and centrally. Secondly, teachers should prepare lessons in advance and issue lecture notes corresponding to classroom teaching content for students to preview in advance. It can liberate the time of theoretical knowledge explanation in class and make enough time for practical operation on the computer. Finally, a network learning platform dedicated to schools or colleges is constructed. Through this platform, students can be provided with additional exercises and homework answers after class. Students can also submit homework and reflect problems through this platform. The network platform can not only consolidate the learning results in class, but also strengthen the communication between teachers and

students, which is conducive to the improvement of teaching content and teaching methods.

## V. CONCLUSION

### *A. It Enriches the Teaching Methods of Marketing and Promotes the Development of Marketing Discipline.*

Discipline overlapping is one of the development trends of major disciplines at present. We can introduce big data research methods into the teaching and research of marketing, and we may integrate and impart multi-disciplinary theories to enrich the traditional teaching methods of marketing and promote the birth of new marketing theories. At the same time, multi-platform learning and communication is adopted to meet the personalized characteristics of students and improve the efficiency and effectiveness of communication learning.

### *B. Strengthen the Combination of Theory and Practice to Create Compound Marketing Professionals*

We can strengthen school-enterprise cooperation through data mining analysis, which let students more intuitively and clearly understand the marketing decisions of modern enterprises. With the help of data management platform, we can understand users' behavior and psychological preferences, and understand accurate market prediction analysis, etc. It plays an important supplement to the original marketing practice, and it is conducive to creating compound marketing professionals.

### *C. To Provide Reference for the Design of Marketing Simulation Application*

At present, the rules and considerations of marketing simulation software are relatively simple, and the marketing development under the big data environment can not be reflected in the software. The activities of marketing simulation application design incorporating big data and formulating corresponding product promotion strategies can provide reference.

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