

Research on Practice Teaching Reform of Network Marketing Course Against the Background of Application-oriented Undergraduate

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Abstract—Network marketing is the core course of e-commerce undergraduate major in colleges and universities, and its teaching reform should be based on the needs of modern society and economic development. Practical teaching is not only an important link to cultivate students' practical ability and innovation and entrepreneurship ability, but also an important way to improve students' social professional quality and employment competitiveness. Based on the characteristics of e-commerce talent demand in the new era, industrial and commercial college in guangzhou of the curriculum reform as an example, the network marketing practice teaching as the core, to explore features outstanding professional ability and creative teaching mode, cultivate conforms to the market demand of high-quality practical talents, for applied undergraduate colleges and universities in our country electronic commerce talent training and related course construction and reform to provide the reference.

Keywords—*Applied undergraduate; network marketing; practical teaching; innovation and entrepreneurship*

I. INTRODUCTION

At present, there are many researches and controversies on talents training, student employment and social adaptability in Chinese colleges and universities, especially application-oriented undergraduate colleges and universities. With the development trend of global economic integration and economic information globalization, combined with the rapid development of e-commerce, Internet + and related industries in China, enterprises have great demand for professional talents in network marketing. Especially in the BoHai region, the Yangtze river delta, the pearl river delta, the GuangDong-Hong Kong-Macao greater bay area and other economic reform frontiers and e-commerce development core areas. Enterprises and social units need a wide range of knowledge, practical ability, with innovation and entrepreneurship spirit of high-quality network marketing technology application and management professionals. This puts forward higher requirements for the construction and reform of relevant courses and personnel training in colleges and universities, especially application-oriented undergraduate colleges.

This paper combines the exploration of the training mode of e-commerce professionals of Guangzhou College of

Guangzhou College of Technology and Business 2018 university-level quality engineering project. Under the background of application-oriented undergraduate education, the reform and construction of curriculum teaching based on post ability and centered on practical teaching -- taking "network marketing" as an example. Item no. ZL20181104

Technology and Business, and the reform of the course "network marketing" in recent years [1]. Centering on the core of practical teaching, this paper explores how to highlight professional ability and practical skills, combine theory with practice, and cultivate high-quality application-oriented talents in line with market demand, so as to provide reference for e-commerce talents cultivation and related curriculum construction and reform of application-oriented undergraduate universities in China [2].

II. SURVEY ON THE DEMAND OF TALENTS IN NETWORK MARKETING RELATED POSITIONS

According to the 2017 China e-commerce market data monitoring report and 2017 China e-commerce talent survey report released online by the China e-commerce research center, so far with December 2017, China's e-commerce service enterprises had more than 3.3 million employees directly, and more than 25 million employees indirectly driven by e-commerce. 84% of e-commerce enterprises still have a huge talent gap [3].

According to survey statistics, the most urgently needed talents in e-commerce industry include operation, technology, promotion and sales, comprehensive senior management, etc. As the concept and action of the enterprise in front of the product layout are constantly strengthened, the talent demand in product planning and research and development is also on the rise. Detailed data as shown in table I [4]:

TABLE I. TYPES OF TALENTS URGENTLY NEEDED BY E-COMMERCE ENTERPRISES

E-tradesman skills required	Accounted for
E-commerce operation talents	71%
Promotion and sales talents (customer service, e-marketing, surface sales, new media, etc.)	50%
Technical talents (IT, art)	37%
Comprehensive senior talents	22%
Supply chain management	17%
Product planning and development	15%

According to the needs of the society and the industry, e-commerce merchants should have at least 15 qualities, among which the most important ones are learning ability, innovation ability and professional skills. Detailed data as shown in table II [4].

TABLE II. THE QUALITIES THAT SHOULD BE POSSESSED BY E-COMMERCE MERCHANTS

The quality requirements	Accounted for
The ability to learn	70%
Industry acumen and innovation ability	48%
Professional knowledge and skills	47%
Responsibility and engagement	45%
Team coordination and cooperation ability	42%

In terms of the training needs of e-merchants in colleges and universities, 83% of enterprises think that they need to strengthen practical teaching, which accounts for a very large proportion, indicating that students' practical ability is weak, and talents training in colleges and universities are seriously out of line with the needs of enterprises. In addition, the connection between universities and enterprises and professional quality education also need to be strengthened. Detailed data as shown in table III [4].

TABLE III. IMPROVEMENT OF E-COMMERCE TALENTS TRAINING IN COLLEGES AND UNIVERSITIES

Enterprise needs	Accounted for
Strengthen practical operation teaching	83%
Strengthen the demand of docking with enterprises	58%
We will strengthen vocational education	52%
Update professional theoretical teaching	31%
Improve teachers' teaching ability	11%
Obtain relevant professional qualification certificates	7%
other	5%

The knowledge system construction and ability cultivation of the course "network marketing" are determined by the demand of professional talents for relevant posts in the industry. According to the above data analysis, the curriculum as the electronic commerce network marketing professional is required courses and core curriculum, course construction and

reform should be in the knowledge structure, course design, teaching content, experiment teaching design reflects the "creative", "professional" and "ability standard", through a lot of practice teaching to enable students to master enough professional skills, so as to improve his professional ability, innovation ability and social competence, so as to meet the needs of both society and industry. Only by constructing the applied knowledge structure and cultivating students with professional practical skills can students better adapt to the needs of the industry and society, and talents training in colleges and universities can bring good social benefits and values into play.

III. THE GOAL AND SYSTEM CONSTRUCTION OF THE COURSE REFORM OF NETWORK MARKETING

A. Curriculum Reform Objectives

Network marketing is the core course of e-commerce undergraduate major in colleges and universities, and it is also one of the important learning fields of economics, management and other business majors. Curriculum reform should be based on the needs of talents in Bohai region, Yangtze river delta, pearl river delta, Guangdong-Hong kong-Macao greater bay area and other economic reform frontiers and e-commerce development core areas. To serve regional economic development as the goal, cultivate a solid theoretical foundation of network marketing, strong practical skills, familiar with network marketing management and operation, with strong professional quality and innovation and entrepreneurship ability of senior applied talents.

B. Construction of Curriculum System

The course "network marketing" is based on the influence of the development of modern Internet and computer technology, such as modern information industry, 5G, big data, Internet +, Internet of things, new media technology, etc., on enterprise marketing activities. Taking the practice and application of all kinds of new network tools and new marketing methods in enterprise marketing activities as the basic content, and taking "practical teaching as the core, project-oriented, task-driven" thinking to build the content system of the course.

1) Integration design of theory and practice

The course system consists of two main lines, namely, the main line of theoretical knowledge and the main line of practical skills. On this basis, the "five changes" of knowledge structure systematization, teaching content modularization, teaching task simulation, practical project capability, and course examination professionalism are skillfully combined with the "two lines" content, so as to build a brand new practical teaching curriculum system.

2) "Three modules + project-driven" realizes the transformation of actual work tasks and teaching tasks.

a) The course content system is divided into three modules according to the industry demand and post ability.

Network marketing and innovation and entrepreneurship theory module. It emphasizes the combination of theory and application, including the relationship between network

marketing and innovation and entrepreneurship, the connotation and steps of innovation and entrepreneurship, the ways and methods of realizing innovation and entrepreneurship, the building of network marketing and entrepreneurship team, network market and network product strategy, and the construction and promotion of network brand.

Network marketing technology and capability system module. Taking innovation and entrepreneurship as the core and quality requirements, the content includes the meanings, characteristics, functions, types, usage methods and related technologies of various network marketing tools, the practical application process, steps and skills of various network marketing tools, and the practical cases and experimental training projects of network marketing tools. Knowledge covers network marketing platform, search engine, network advertising and advertorials, weibo and WeChat, video marketing, new media marketing, etc.

Network marketing practice and management module. It focuses on the application of innovative thinking, covering big data network customer relationship management, network data collection and analysis, network marketing project planning and network marketing effect monitoring, etc.

b) Project-oriented construction of curriculum practice system.

The teaching content is decomposed into several simulation projects as pulling and driving teaching modules [5]. Since the creation of the simulation project is based on the real work task and situation of the enterprise, all teaching will be conducted in the simulated real workplace situation. All teaching is carried out around typical work tasks, so that each teaching task of the project is closely combined with specific post skills, ensuring that the teaching content is close to the needs of the post and The Times, so as to improve the practicality and professionalism of the course, and realize the seamless connection between talent cultivation and social needs.

IV. THE CONCRETE IMPLEMENTATION OF PRACTICAL TEACHING REFORM

A. Adjust Course Content to Serve Regional Economy from the Perspective of Skill Requirement and Social Practice in the New Era

Network marketing and related industry positions in the rapid social development [6]. The development of modern information technology, the deepening application of the Internet in society, big data, cloud computing, artificial intelligence, blockchain and other new generation technologies have created more business opportunities for the industry. At the same time, network marketing new tools, new technologies, new models, new ideas continue to bring forth the old, the society has put forward higher requirements for professionals. Therefore, the teaching content of the course should refer to a large number of new achievements in the field of online marketing, collect a large number of latest online marketing materials, study a large number of new cases, pay attention to the latest online marketing tools and methods in the market, and add the latest content and knowledge points according to the needs of enterprises for talents' skills. It is essential to

integrate "new contents, new ideas, new technologies, new methods and new cases" into the curriculum, and greatly improve The Times, usability and operability of the curriculum content, so that students can practice their professional skills from practical work and better serve the regional economy.

B. Strengthen the Close Cooperation between the Curriculum and the Practical Training Base inside and outside the School

The construction of practical training bases inside and outside the school is an important link for the smooth development of practical teaching and ensuring that the teaching content keeps close to the post requirements. By real project introduction course, carries on the careful design of teaching situation, will be combined closely with the specific work tasks and skills required for jobs, strengthen knowledge skills and the seamless joint between job requirements, so as to improve the practicality of the course and specialty, improvement of the traditional teaching content exist or large, generic or talk technology does not talk about practical issues. At the same time, strengthening the real construction and simulation construction of the training base can promote the reform of "school factory" and "factory school" teaching mode, help students integrate what they learn in class into practice, and let students practice their professional skills from practical work.

C. Pay Attention to the Cultivation of Students' Innovation and Entrepreneurship Ability

According to the requirements of our university for cultivating high-level "application-oriented" undergraduate talents and national innovative talents [7], The course adheres to the combination of theory and practice, and integrates the practice teaching mode of "in-class experiment -- in-school training -- post practice", forming the content system of "theory + professional skills + practice + innovation and entrepreneurship". On the one hand, it strengthens the teaching content of experimental and practical training of teaching materials; on the other hand, it promotes the coordinated development of students' skills and professional qualities, so as to cultivate students' ability of innovation and entrepreneurship [8].

D. Use Modern Teaching Concepts and Techniques to Ensure Teaching Results

Flipped classroom, micro-video and micro-class moocs are all extensions and applications of network information technology in the field of education in the new era [9]. Its unique advantage is flexible and independent, short and refined, theme prominent, repeatable, wide dissemination, strong interaction, and flexibility to alleviate the problem of limited time in class; Autonomy can alleviate the problem of students' passive learning; Repeatable performance to alleviate "not enough" and do not understand the problem; Being short and pithy can alleviate students' inattention problems; The prominent theme can alleviate the problem that the key and difficult points are not prominent; Dissemination can alleviate the shortage of quality education resources; Interactivity relieves difficulty and confusion when no one helps [10].he

application of modern teaching concept and technology makes teaching more efficient and targeted, and students learn more freely and actively, which helps students to complete the internalization and transfer of knowledge and exercise of skills.

E. Improve the Course Assessment Method to Cultivate Students' Innovation and Entrepreneurship Ability

The traditional curriculum assessment model often pays too much attention to examination results. Its shortcoming is to value the mark, despises the skill, to value the recitation ability, despises the comprehensive quality training. It is necessary to abandon the old model of curriculum assessment and adopt the assessment mechanism based on project and task motivation. The whole process is assessed through group competition. In this way, the course project is divided into several assessment steps. After the completion of each practical project, the team will participate in the team competition and score by means of project making, achievement report, experiment design and skill display. At the same time, the assessment of the curriculum will also introduce an enterprise assessment mechanism, and incorporate professional ethics and spirit into the assessment content, so as to promote the coordinated development of students' knowledge, skills and professional qualities. In addition, additional bonus points will be added to the assessment to broaden students' knowledge and cultivate their practical application and innovation and entrepreneurship ability. Encourage students to get more contact with social activities related to the subject, participate in social practice, innovation and entrepreneurship competition and other methods to encourage students to use what they have learned to solve practical problems.

V. CONCLUSION

In the future, the society will require more and more professional skills and comprehensive quality of talents. The cultivation of talents in application-oriented universities should be based on the needs of society and industry and aim at serving the development of society and economy. The construction and reform of the online marketing course should follow the actual needs of relevant industries and posts, and improve the practicality and professionalism of the course through comprehensive reform in teaching objectives, teaching contents, teaching means, teaching assessment and other

aspects, through strengthening practical teaching, students' professional quality and innovation and entrepreneurship ability can be improved to realize the seamless connection between talent training and social needs.

ACKNOWLEDGMENT

This study was completed with the special fund support of Guangzhou college of technology and business. Thanks to Guangzhou college of technology and business for providing help to this study. Thanks to professor LI Qin, professor Zhang Yongxiong and senior engineer Deng Jiangha for collecting data and compiling literature for this research.

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