

# Analysis on Evaluation Channels of Talent Training Quality for Marketing Speciality Taking Northeast Petroleum University as an Example

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## ABSTRACT

In the front of higher education, the cultivation of characteristic talents in colleges and universities has risen to a certain height. In particular, as a special field of petroleum universities, the cultivation of marketing professionals faces a strong challenge in the competitive environment of fierce demand and supply. Therefore, in the face of the current situation of the talent market, colleges and universities must have a more scientific information channel for the evaluation of the graduates by the society, which is an important topic to be discussed urgently by the theoretical and practical workers. Based on the background and purpose of the research, combined with the practice of marketing major of Northeast Petroleum University, this paper summarizes the attempts of the evaluation channel of talent training quality over the years, analyzes the problems and causes of the evaluation channel of talent training quality, and puts forward some suggestions for reference in the construction of marketing speciality in petroleum universities.

**Keywords:** petroleum universities, marketing, talent training quality, evaluation channel

## I. INTRODUCTION

Stimulating the vitality of colleges and universities, deepening the reform of professional teaching, promoting the continuous development of teaching, and improving the brand-new construction of majors are the main purposes of the Ministry of Education on undergraduate teaching evaluation in colleges and universities. In order to highlight the characteristic construction and development of the major in colleges and universities, reasonably positioning the development direction of the major, and cultivate the professional talents required by the society under the market economy, great efforts have been made in the construction of the major by colleges and universities. Many colleges and universities have spent a lot of time on professional training objectives, construction of teaching staff, improvement of teaching facilities and environment, optimization of curriculum construction, strengthening of overall management of teaching quality and design of students' future development space. In particular, the development of marketing major in petroleum universities is facing many

bottlenecks. The exhaustion of petroleum resources limits the employment opportunities of students in this industry. The competition in the international petroleum industry and the fluctuation of oil price restrict the employment opportunities of students majoring in marketing of petroleum universities in the fields of oil sales and oil logistics [1]. Due to the lack of advantages of local employment and the influence of remote geographical location, students have less contact with modern enterprises, so they are greatly limited in many aspects such as "objectives", "teachers", "environment", "information", etc. In spite of this, there is still room for discussion and efforts after years of efforts in the quality of students' overall education in petroleum universities.

Therefore, if the petroleum universities want to stand firm among colleges and universities in the field of marketing specialty, they must work hard on "quality". In order to strengthen the quality of professional construction and improve the quality of students' training, colleges and universities must understand the situation of students in the marketing major, especially the overall situation of students' quality in this field [2]. Therefore, how to understand and master the major construction and student training quality through scientific, reasonable, accurate and

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direct information channels is an urgent research and discussion topic for petroleum universities.

## **II. ATTEMPTS TO EVALUATE THE QUALITY OF TALENT TRAINING**

Since the national evaluation of the major teaching in colleges and universities in the 21st century, the marketing major of Northeast Petroleum University has carried out a more in-depth discussion on the quality of talent training in accordance with its own characteristics. Especially in the past four years, the source of the evaluation of talent training quality has been boldly tried through two channels, and Northeast Petroleum University has received certain results.

### *A. Communicating with students and their parents in the forms of questionnaire, telephone, mail and on-site visit to understand the professional construction and development information of students*

For example, Northeast Petroleum University mainly has made the research on the communication between the students and the signing unit before graduation, the current situation of the work extension direction after the signing, the consistency of the practical links and contents of the work with the requirements of the unit, the characteristics of the students majoring in the marketing and the degree of social recognition of their comprehensive performance. Through the investigation, since 2014-2016, the employment rate of 60 graduates of marketing speciality has reached 86.67%, which has won high praise from all walks of life. The marketing major of Northeast Petroleum University is seizing the opportunity of the transformation of the petroleum industry, the development of the local economy and the opportunity of the deepening reform of education. At the same time, it is overcoming the new situation of difficult employment of graduates, striving for the strong support of the society, departments, families and students, and constantly making the exploration, development and advancement.

Through various ways of investigation, it is learned that the parents of the students and the graduates themselves have given a high evaluation to the teachers of marketing speciality in Northeast Petroleum University, and fully affirmed the discipline, learning attitude and professional ability of most of the students in the current work. Through the summary of the overall situation of the graduates who choose another unit after the first employment, the employment ratio of the graduates is relatively stable, most of them are employed in the positions of marketing leaders and main technical backbones.

### *B. Mastering the employer's evaluation of graduates through various investigation methods*

By means of "appraisal form of employment units" and "feedback form of internship units", Northeast Petroleum University can understand the evaluation of various social personnel on the cultivation of graduates and professional quality. In the field of petroleum and petrochemicals, the evaluation of the employers on the students is regularly surveyed, and the key spot check is carried out for the employment units of the marketing majors in other fields. In recent years, the survey results are mainly shown in "four" indicators:

- Graduate employment

From 2014 to 2016, there were 60 graduates majoring in marketing, with a one-time employment rate of 86.67%.

- Employment competitiveness of graduates

The graduates of this major not only have solid professional knowledge of marketing, but also master the relevant knowledge of the petroleum industry. They have inherited the "Daqing spirit" and "Iron Man Spirit". They are practical, rigorous and pragmatic, dare to bear hardships, and dare to start their own businesses. Employment students are easy to be accepted by employers, especially the first-line marketing posts, which lays a solid foundation for the reuse of key jobs in the future.

- Employment quality of graduates.

The rural examinees of this major account for about 70% of the total number every year on average. They are practical, hardworking, clear-cut, solid and willing to work, and always strive to exercise themselves. As long as they enter the work position, they can quickly enter the role, and are generally welcomed by employers.

- Employment development potential of graduates

This major cultivates the marketing compound specialized talents with the combination of petroleum industry and local areas, with guaranteed quality, high social evaluation, and reasonable knowledge structure. Among them, the marketing students are engaged in the work of petroleum or other industrial fields after a period of practice. Therefore, the development potential of graduates is huge.

## **III. THE PROBLEMS AND CAUSES FACED BY THE EVALUATION CHANNELS OF TALENT TRAINING QUALITY**

### *A. Lack of awareness of "market goods"*

The method of active investigation is on monotonous work unit, which is a subdivision of the

market in which the students are employed. At present, Northeast Petroleum University fails to grasp every work link after graduation. Northeast Petroleum University collects information through questionnaires, on-site visits, telephone interviews and other ways. However, it is intermittent to understand the development of graduates. The reason lies in the lack of market concept and the lack of investigation awareness of talent training quality in the specific measures of establishing and improving the "information investigation system for graduates" and "encouraging the learning enthusiasm and initiative of students by virtue of their achievements".

*B. The concept of cooperation is weak, and there is less communication between the school and the employer*

No long-term contact has been established with the students who have entered the important posts. Moreover, they have not fully utilized the research of student work units, and invited alumni with certain achievements to return to school to make reports and other forms of direct channels for regular contact with students and employers. This is mainly because the establishment of targeted marketing practice base is not in place, the practical use of practice base and theoretical teaching are not enough or even out of line, and the matching between schools and employers is not ideal.

*C. Unscientific use of industrial organization certification*

The criteria for evaluating talents do not have historical evolution, policy continuity, horizontal comparability and practical operability [3]. Northeast Petroleum University has insufficient systematic network connection with graduates, can't understand and master the real performance of students at any time, and lack strong practical data, which will affect the mastery of overall development of graduates.

*D. Lacking effective investigation methods, and being unable to grasp the accurate evaluation of students by the employer in depth, comprehensively and accurately*

Therefore, it is not timely for the university to accept the feedback from the graduates on their own performance evaluation. In the process of professional construction, the university lacks the consciousness of contacting students to participate in "alumni association", "interview association" and various "fellowship associations", and trains students in the form of "once-for-all deal". The professional teaching and research office has too few business contacts with students. For a long time, some students' natural

feelings with the Alma Mater are weak. Of course, there is a lack of necessary information communication.

The problems in the above aspects are mainly exposed in the evaluation of marketing talent training quality. The channels for understanding and mastering information are too scattered, and the overall system has not yet been formed. Therefore, colleges and universities must seek scientific, explicit, direct and effective channels for the evaluation of talent training quality.

#### **IV. SUGGESTIONS ON THE EVALUATION SOURCE CHANNEL OF TALENT TRAINING QUALITY**

*A. Reflecting talent training through excellent professional construction quality evaluation*

*1) Establishing an evaluation system combining social needs with professional goal training:* That is to say, it is necessary to establish an evaluation system of talent training that meets the needs of talent market and marketing supply [4]. At the same time, it is required to improve the "Management system of student internship", "Agreement of student internship" between the school and the enterprise, "Assessment rules and regulations of student production internship", etc. It is better to adopt multiple assessment methods, such as self-assessment of students, mutual assessment of students, post comparison, teacher comment, enterprise assessment, internship summary, etc. The university can summarize the knowledge of students in the actual operation and learning atmosphere through quantitative and qualitative assessment. It is better to combine school examination with on-site examination, highlight ability examination and strengthen practical examination.

*2) The college and enterprise cooperate with each other to strengthen the process management:* The college and the student internship unit should work out the teaching plan together, discuss the teaching content, design the teaching standard of the marketing specialty, establish the process management, examination and evaluation organization which is made up of the course teachers and the on-site marketing experts, and be responsible for the process management and examination and evaluation together. And they also can establish the internship archives which are composed of the work record, self-appraisal, mutual evaluation record, process control and other contents. Through the above management mechanism, the organic combination of practice and school learning can be guaranteed.

3) *Ensuring teaching quality through scientific examination:* In the aspect of course teaching quality evaluation, it closely combines the examination of learning content and practical ability that combines society and enterprises with universities and specialties; it combines the examination of practice links with the examination of learning results, focusing on the examination of process; and it combines the examination of theoretical knowledge with the examination of practical work, and attaches importance to the examination of practical work. The comprehensive scores of students refers to the examination scores of production and practical work ability, learning attitude and theoretical knowledge mastery as the different weights of the total curriculum scores.

Through the above-mentioned ways, it is better to establish an accurate evaluation channel of talent training quality.

#### *B. Understanding the talent training through the social evaluation of students after graduation*

1) *Evaluating the quality through the certification:* According to the research feedback of the industry and enterprises, the professional certification is carried out for the talent training quality of marketing students through various qualification certification, and the school-running level and quality of marketing major are evaluated.

2) *Mastering the quality through research:* The university should conduct regular follow-up survey on graduates and further improve the mechanism of follow-up survey on graduates. The university, society, enterprises and parents participate in the evaluation of teaching quality and timely exchange and feedback of the survey results [3]. Through the continuous improvement of the tracking investigation mechanism of graduates, it is required to further improve the moral education standards, curriculum setting standards, curriculum arrangement content, teaching implementation means, curriculum evaluation methods and other contents of the teaching system process to fully grasp the teaching quality.

3) *Measuring the quality scientifically through the evaluation index:* With the introduction of social evaluation mechanism, the innovation skills (developing new products, new services, new projects, new development space, etc.) and the ability of developing new markets of students will be expanded based on graduate employment rate, graduate employment competition rate, graduate employment quality and graduate employment development potential. As the core index of teaching quality

evaluation, it forms a comprehensive evaluation system of talent training quality of society, industry, enterprise and university.

#### *C. Grasping the talent training quality through the horizontal exchange of colleges and universities in the region*

Most Petroleum colleges and universities are located in remote large-scale urban areas, which forces Petroleum colleges and universities to strengthen learning and exchange with provincial colleges and universities or even higher-level majors in the same industry, understand the growth of graduates working in the same industry through various forms of cooperation among colleges and universities, and find out the highlights and shortcomings of professional students in the university [5]. In fact, the marketing major of Northeast Petroleum University is seizing the opportunity of the industry after transformation, the fertile land of local economy, and the direction of education reform. Northeast Petroleum University should overcome the new situation of graduates' employment difficulties, constantly make the exploration and work hard to win the support of society, departments, families and students.

## V. CONCLUSION

In the process of training students, Petroleum colleges and universities must pay attention to the following aspects. It is necessary to train students to have the knowledge of petroleum industry, excellent ability of marketing major, good mentality, full passion, good communication ability and written expression ability. The students should also have good learning ability, good habit of not being afraid of hardship, courage to practice and innovate, and basic ability of social intercourse and investigation and credit investigation [8]. Therefore, the new situation has new requirements for the construction of marketing specialty in Petroleum colleges and universities. Instead of training students according to the traditional marketing mode, it is necessary to carefully sort out. With the basic theory and basic skills training, it is required to highlight the cultivation of professional practice ability and strengthen the influence of the theory and practice of the petroleum industry, and establish a new mode with the characteristics of marketing specialty in Petroleum colleges and universities.

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