



The Construction of Network Marketing and Live Broadcast E-commerce Major Based on E-commerce Majors Group

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Abstract. Based on the strong demand of e-commerce industry for technical and skilled talents, and taking the construction of high-level e-commerce majors group as the logical starting point, this paper analyzes the main problems faced by the current construction of E-marketing and live E-commerce Major in higher vocational colleges, discusses the internal law of the construction of E-marketing and live E-commerce Major based on e-commerce Majors group, and summarizes that based on model It is an effective method of "four-wheel drive" with teachers as the driving force, teaching materials as the core and teaching methods as the key. Explores an effective method of "four-wheel drive" with teachers as being the engine, teaching materials as the core and teaching methods as the key.

Keywords: Majors Construction; Network Marketing; Live Broadcast E-commerce; Talent Training Mode

1 Introduction

With the rapid development of information technology, "Internet+" is expanding and widely used in the e-commerce industry, and live webcasting has become an important engine for the new wave of online marketing, pushing the e-commerce industry to a new stage of development. Many scholars have conducted research around the types of e-commerce logistics service models. Zott (2010) studied the e-commerce environment from the perspective of the "value chain"[1]. In online marketing, scholars have studied the importance of the relationship between customers and suppliers from the perspective of trust (Doney & Cannon, 1997). In the area of live e-commerce, scholars have studied digital rhetoric, and Welch has analysed how textual content and textual themes fit into digital space in terms of the phenomenon of electronic rhetoric in digital space. However, rarely from the perspective of e-commerce professional group construction research network marketing and live e-commerce professional construction, however, with the rapid development of e-commerce, the urgent need to strengthen the construction of e-commerce building industry group, training e-commerce talent.

According to the analysis of relevant information[2], in 2020, the scale of China's online live users will reach 550 million people, the user growth rate of more than 9.2%, the total sales of more than trillion yuan, are expected to reach 1.9 billion yuan in 2021, the next two years to maintain more than 40% growth rate growth, to 2022 will be close to the scale of 3 trillion yuan [3]. The creation and transformation of new industrial jobs has put forward higher requirements for technical skills and requires a large number of talents[4]. In the face of the massive demand for live e-commerce talents, it has become imperative to strengthen the construction of online marketing and live e-commerce professions and highlight the cultivation of live e-commerce talents in the construction of e-commerce professional clusters in higher education institutions.

2 Current situation analysis and existing problems

The emergence and rapid development of live webcast with goods has brought changes of talents structure in e-commerce industry, resulting in a sharp increase in the demand for network marketing and Webcast e-commerce talents[5]. However, a large number of employees lack high professional skills and professional quality. Through the questionnaire survey and analysis on employees, only 8.92% of them are graduates from higher vocational colleges who are in related majors, and 58.73% of them lack practical ability, 52.38% of them lack innovation ability, 45.67% of them lack management ability, 41.22% of them lack comprehensive analysis ability, 38.16% of them lack planning and response ability, 31.65% of them lack professional and technical ability, and 29.82% of them lack communication ability. In addition, 45.73% of them have low work enthusiasm, 41.86% of them have poor methods, 35.44% of them have insufficient self-management, 29.81% of them have insufficient self-confidence, 22.26% of them do not work seriously, and 16.24% of them have a weak sense of responsibility. However, at present, there is a mismatch between major construction and industrial demand due to the limitation of talent for cultivating in the large majority of higher vocational colleges [6].

2.1 Major constructions lag behind

With the rapid development of modern industries and the wide application of "Internet Plus", e-commerce, cross-border e-commerce, rural e-commerce and online broadcasting with goods "compound" talents are in short supply [7]. The major construction of Higher Vocational Colleges obviously lags behind, such as the lack of pertinence of e-commerce majors group, the maladjustment of talent cultivating mode, the lack of double qualified teachers, the lack of practical teaching materials, the inadequate reform of teaching methods and other prominent problems.

2.2 The shortage of applied teachers

Under the background of the traditional and single theory teaching mode, most teachers are used to teaching students in a simple way. Network marketing and live broadcast e-commerce major are highly practical. Many courses focus on cultivating students' technical skills, such as breathing delivery, photography and video technology, Digital graphic information processing technology and so on. At present, most of the teachers in higher vocational colleges have profound theoretical knowledge but lack of practical application skills. There is short of teachers who are competent in the teaching of basic course of e-commerce majors group and the teaching of network marketing and live e-commerce specialized course. It is hard to meet the requirements of network marketing and live e-commerce specialized knowledge and technical skills teaching, and can not achieve the goal of Talent cultivating.

2.3 The construction of teaching materials is outdated

Based on the construction of e-commerce majors group, the construction of Network Marketing and Live Broadcast E-commerce Major must adapt to the requirements of modern information technology, Internet Plus and further industry development. However, the construction of teaching materials for e-commerce majors group course is lack of overall planning, authority and systematicness. Most of the teaching materials used by Network Marketing and Live Broadcast E-commerce major are selected from the teaching materials of news communication related majors such as network news and communication, communication and planning. There are few teaching materials specially compiled for the major of Network Marketing and Live Broadcast E-commerce, some of teaching materials is of low quality, the quality of self-compiled school-based teaching materials is relatively low, the teaching materials used in professional courses are diverse and the content is old. Moreover, there are various theories and introductions, but few technical and practical contents, and the characteristics of licensed application are not prominent. For example, students have learned the theories of live webcast, communication and planning, but they cannot master the basic skills of webcast delivery, photography and other technologies.

2.4 The teaching methods are backward

Network Marketing and Live E-commerce major play great emphasis on cultivating applied talents. Diversified rational teaching methods are needed to strengthen students' technological skills training. At present, teaching methods are relatively backward. The conventional teaching methods are "explanation + demonstration" or "Introduction + explanation + demonstration", which lacks the active learning method of hands-on operational training. It is therefore difficult to cultivate students' functional ability, practical ability and technical skills with the current outdated teaching methods.

3 The Construction of Network Marketing and Live Broadcast E-commerce Major Based on E-commerce Majors Group

Network Marketing and Live E-commerce major talents trained under the background of E-commerce majors group should have strong methodological skills. Comprehensive reform should be undertaken of the aspects of teaching mode, teaching content and teaching methods. What's more, students' application ability training from the aspects of everyday operational and technical skills should be emphasized.

3.1 Model innovation

Network marketing and live e-commerce professional talent training model innovation must be oriented to the local economic development of the demand for talent, change the old concept of discipline as the boundary, to achieve interdisciplinary talent training mode, training comprehensive, technical skills network marketing and live e-commerce talent, focusing on the training of four aspects of ability: First, the training of interdisciplinary integration ability. With the development of new industries, modern information technology. "Internet +" the extensive depth of the network marketing and live e-commerce professionals interdisciplinary integration ability has put forward new requirements. For example, the network live with the staff to master the new policy, skilled new skills, understand the new products, enhance the new image, expand new channels, convey new information, the embodiment of these capabilities requires multidisciplinary knowledge reserves. The second is to cultivate comprehensive network marketing capabilities. Internet marketing is developed on the basis of traditional advertising with the help of Internet technology, but is not a simple combination, need to understand the knowledge of communication, familiar with the mode of operation, master the use of skills to achieve its due effect. This requires the ability to control traditional media, audio and video production, web production, user experience, resource integration, and the ability to adjust well. Third, develop the ability of webcasting skills. Live Webcasting is not a process of product marketing. It is an activity with media properties and economic properties. To be a great live-streamer, one needs to have strong written expression ability, natural performance ability, and amiable affinity ability, to accurately describe the content of the product, convey credible information, and create an honest atmosphere. These abilities require webcast hosts to have a high level of professional skills and techniques for hosting. Fourthly, it is important to promote relevant professionalism. Internet marketing and live e-commerce also have social attributes, and live webcast banders are required to abide by federal laws, establish professional beliefs and firm professional ethics. This requires cultivating a positive professional mindset and correct professional values, forming good behavioural habits such as dedication, devotion, sincerity, pragmatism and simplicity, and being in a position to communicate effectively with customers through simple language and honesty, giving them a cordial experience. Create a diversified training model for online marketing and live e-commerce practice

teaching based on the requirements of students' abilities in the context of e-commerce industry[8].

3.2 Teacher transformations

The improvement of teachers' level is the guarantee for high-quality construction of network marketing and live e-commerce specialty. It is an effective way to improve the level of talent in cultivating to build a high-quality "compound" teaching team to adapt to industrial progress and serve as the teaching of network marketing and live e-commerce. However, since Network Marketing and Live E commerce major is newly produced and the history of E commerce majors group construction is relatively short, so that few qualified teachers have "compound" qualifications. Teachers of network marketing and live TV business should have "compound" talents with "double-quality teacher" background, and need in order to transform teachers' knowledge and technical structure. In order to transform the knowledge and technical skill structure of teachers, schools should organize and help teachers to practice in enterprises, encourage teachers to participate in or independently establish e-commerce enterprises, consciously transform and update the knowledge structure and improve technical skills [9]. At the same time, it is necessary in order to recruit talents conversant with e-commerce management, operation and technology from e-commerce enterprises, and vigorously carry out in-depth cooperation and exchanges in schools, schools and enterprises. By promoting interdisciplinary cooperation and training, especially the integration between e-commerce and film and television communication, the teaching team should be deeply trained, to cultivate a number of high-level teachers with solid theoretical foundation, rich practical experience and skilled technical skills who can be competent for the professional teaching of online marketing and live e-commerce under the background of the great development of e-commerce, in order to ensure the improvement of teaching quality and talent training level.

3.3 Course Optimization

In the talent cultivating program, there are voluminous knowledge points involved in each course, and the improvement of each ability and quality can be achieved only through one course. Therefore, there is a cross mapping relationship between knowledge, ability, quality and course. Based on E commerce majors group, the Network Marketing and Live Broadcast E-business course can consist of three modules: the first module is a knowledge structure, including basic knowledge and professional knowledge. It should be market-oriented, to update and enrich the specialized knowledge structure, so that specialized knowledge can adapt to the industrial upgrading and development. It requires the close combination of network marketing and live e-commerce expertise with the market, the timely integration of new ideas, new knowledge and new methods generated in the process of industrial development into the curriculum system, and the elimination of backward and old knowledge content to optimize the knowledge structure. The second module is capable structure, including technology, skills and flexibility. In the optimization of the course system structure,

we should change the traditional theory-oriented structure to practice-oriented structure, concentrate on the cultivation of students' working skills, and reasonably allocate the proportion of knowledge structure and ability structure in the course system. The notional study primarily lacks the practice will greatly reduce the effect of application-oriented talent cultivation. Therefore, the optimization of the course system structure should not emphasize on theory but practice. The third module is quality structure, including occupation quality and psychological quality. Network marketing and live e-commerce is a kind of e-commerce marketing model with the help of modern media. Workers should be equipped with high occupation quality, strong legal awareness and professional ethics, solid market analysis ability and information capture ability, be good at distinguishing the authenticity of products and deeply understand customers' needs. Network marketing and live e-commerce talents with good occupational quality and a clear sense of the ages can bring beneficial effects. Otherwise, they can't grasp the discretion, keep the bottom line, and even risk endangering the society. In addition, it is necessary to cultivate a pleasant mood and positive attitude, improve psychological quality and maintain stable emotions and emotions in order to make them have a better psychological quality. We should cultivate adaptability, improve psychological skills, improve psychological quality and enhance stress resistance. Each component of the three modules structure needs to set up an appropriate course and their proportion to reflect the requirements of talent cultivating objectives. At the same time, we should grasp the development trend of market and technology and make timely adjustment of the course structure. The adjusted and optimized online marketing and live broadcast e-commerce curriculum system should better meet the requirements of Industrial Development.

3.4 Teaching method innovation

In recent years, with the construction of e-commerce majors group. The traditional teaching methods can no longer meet the needs of e-commerce talent cultivation. Under the original environmental conditions, it is imperative to promote the continuous deepening reform of the teaching methods of network marketing and live e-commerce course, and innovate appropriate teaching methods . First, on the basis of modular teaching, to implement a variety of teaching methods with equal emphasis. The modular teaching method can enable students to fully grasp the teaching objectives, contents and requirements of each module. On this basis, students' knowledge, skills and quality will be integrated organically, to change situation that students passively accept the knowledge, to promote teacher-student interaction, brain hand sharing and combination of learning and application, to fully stimulate students' interest in learning, and to enable students to have a deep understanding and comprehensive improvement of relevant knowledge and skills in the operation process of the whole industry, so as to make students familiar with and master the actual operation of each link of network marketing and live broadcast e-commerce. The second goes to connect the teaching methods to the realistic job. In the practical teaching of network marketing and live broadcast e-commerce, we should closely combine the requirements of corresponding enterprises with network marketing and live broadcast

e-commerce jobs in working practice, improve students' interests in learning in the way of quasi anchor, so that students can get effective training in the process of practical teaching, so as to master professional skills. The third is the teaching method of the integration of learning, competition and certificate. In the teaching plan of E-marketing and live broadcast e-commerce, the e-commerce technical skill competition and qualification certificate examination items are directly embedded in the teaching process, and the teaching content is deeply integrated with the mechanical skill competition and vocational qualification examination. During the study procedure, students carry out procedural skill competition and qualification certificate examination training, so as to enhance the practical skills required by various competitions and relevant certificates, and to deepen and consolidate knowledge in the training of mechanical skill competitions and certificate examinations.

4 Discussion and Conclusions

Network Marketing and Live Broadcast E-commerce are a relatively new major among e-commerce majors group. Numerous problems are still needed to be taken up and studied in depth in the construction. Through continuous exploration, we can reveal its internal laws and grasp the essential content, which is of practical guiding significance for the construction of Network Marketing and Live Broadcast E-commerce major and enriching the content of course theory and practice.

Mode innovations are the logical starting point of professional development. The establishment of majors group, the optimization of the course system and the reform of teaching methods all stems from its talent cultivation mode. Higher vocational education is to cultivate high-level applied and technical talents. It should focus on the teaching mode of adapting to entrepreneurship and employment, effectively integrate resources with industries and enterprises, establish a "school, bank and enterprise" collaborative education platform, and jointly build a network marketing and live e-commerce specialty with industry as the background and Entrepreneurship as the driving force, so as to promote the innovation of talent cultivation mode.

Improvements of teachers are the key of major construction. Based on the construction of E-commerce majors group, an education and teaching team should be built by school teachers and counselors and a practical operation team should be built by enterprise engineering technicians and managers according to the vocational posts, teaching ability and work experience of network marketing and live broadcast e-commerce, so as to promote the optimization of teacher team structure, the renewal of knowledge and the improvement of technical skills Improvement of practical application ability. Third, curriculum optimization is the core content of major construction. According to the requirements of enterprises and production costs for specialized skills, the overall content and structure of online marketing and live broadcast e-commerce course should be systematically modified and optimized. The school should establish a deep cooperative relationship with online marketing and live broadcast e-commerce enterprises, reasonably allocate class hours and credits on the basis of resource sharing according to professional training standards and practical

teaching characteristics, and promote the construction and implementation of the course system of online marketing and live broadcast e-commerce.

Teaching method innovations form the basis of major construction. Network Marketing and Live Broadcast E-commerce major should meet the practical job requirements, implement a variety of teaching methods, promote school enterprise cooperation, and carry out the integration of E-commerce major and enterprise new skill R&D, teacher training, students' Entrepreneurship and employment, as well as the integration of production, learning, competition and certificate

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