

# Research on apprenticeship and marketing practical teaching reform of Marketing Specialty

—Taking the course of market survey and forecasting as an example

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**Abstract:** Marketing is a highly practical profession, and the introduction of apprenticeship into the real situation of enterprises will greatly help students improve their marketing skills. The apprenticeship system takes the actual marketing problem of the enterprise to study, makes the students learn more actively, and can better apply the theoretical knowledge to the practical work. This paper studies the promotion of practical teaching of market survey courses with apprenticeship, which can also be extended to marketing planning, marketing strategy and skills, network marketing and other courses.

## 1. Introduction

Marketing major is a very practical specialty. And the study and training of marketing courses need to be based on the current real market environment and train with the project as the carrier. Therefore, it is difficult to achieve the goal of training high-level talents only by the practical training course within the school. Although there is Practice outside the college, the practice outside the college is separated from the school curriculum. That is to say, theoretical lessons are suspended from practice outside the college, so theory and practice are hard to combine. In order to better integrate theory with practice, learning and practicing will be the best way to combine it. And this way not only improves the mastery of marketing expertise, but also improves its marketing capability. When implementing modern apprenticeship, teachers should carry out curriculum design based on the real problems of enterprises. Therefore, when designing courses, teachers should combine curriculum teaching with market demand, work practice and student employment. Through market practice, students' ability of analysis and judgement and innovation can be enhanced so as to transfer high-level talents to enterprises.

## 2. Market survey course organization

This article takes the market survey course as an example to illustrate that other courses are similar but multiple descriptions. Nowadays, most of the courses in higher vocational colleges carry out the integration of teaching and doing, emphasizing students as the main body and task oriented. Therefore, the market survey course is also designed by task oriented. Next, I will take the teaching process of market research course as an example to analyze the current situation of the development of curriculum practice carriers.

First, the students are grouped and each group is elected to be responsible for the implementation of the whole project. Then, the members of the group worked out the project to investigate. Generally speaking, students in this course can choose social research projects or business management projects. When assigning tasks, students are required to have a certain social value in selecting social survey projects, and enterprise projects must have economic value.

If a team chooses social issues, it should start according to the current social hot issues or public

welfare issues, that is, it needs certain social research value. If a team chooses a business project, it needs to choose a company first, and after communicating with the enterprise, it will study the problems that exist in the business or need to be solved urgently. Then, according to the problems that need to be solved in the actual operation of enterprises, the research subjects are identified.

### 3. Comparison of different types of subjects selected by students

After years of teaching practice, I find that more students are more inclined to choose social subjects as practical projects. I summarize the selected projects of the 2016 level marketing majors and get Table 1.

Table 1 list of projects selected by students

Student's survey project	project type	Student's survey project	project type
A survey of the Bright Dairy in Guangdong	Enterprise	A survey of College Students' dependence on mobile phones	Social
Investigation on the love of HUAWEI mobile phone	Enterprise	A survey on the employment of students in Heyuan Polytechnic	Social
Survey of WAL-MART's commodity trust	Enterprise	Investigation on employment intention of College Students	Social
Part time survey of Heyuan Polytechnic students	Social	A survey of students' Outlook on employment in Heyuan Polytechnic	Social
Survey on the use of Dabao in Heyuan	Enterprise	A survey on the youth clothing market in Heyuan	Enterprise
A market survey on the mineral spring water of the farmer's mountain spring	Enterprise	A survey on the part-time situation of College Students	Social
Consumption survey of dairy products in Heyuan Polytechnic	Enterprise	Investigation on the daily consumption forms of residents in Heyuan	Social
Investigation on the development of Yihe Hall	Enterprise	An investigation on the needs of yoghourt	Enterprise
Investigation on environmental awareness of Heyuan Polytechnic students	Social	Investigation on the arrangement of College Students' spare time	Social
A survey of part-time college students	Social	Heyuan Polytechnic students' consumption concept survey	Social
A survey on the culture of the Spring Festival in Chaozhou and Shantou	Social	Survey of the satisfaction of the Hualian Supermarket	Enterprise
Heyuan Polytechnic students part-time survey	Social	A survey on the consumption concept of College Students	Social
Investigation on the consumption status of College Students	Social issues	KFC satisfaction survey	Enterprise
Investigation of special soil products in Heyuan	Enterprise	Market Research on Millet mobile phone	Enterprise
A survey of left behind children Heyuan Polytechnic student mobile phone usage survey	Social	Market Research of cinemas	Enterprise
	Social	Survey on the market and consumption of young people's hand travel	Enterprise
Investigation on the needs of College Students' WeChat small program	Enterprise	Investigation on College Students' Extracurricular Reading	Social
Investigation on the consumption of College Students	Social		

As can be seen from table 1, there are 19 groups of projects belonging to social projects,

accounting for 57.14%. Only 16 groups of students chose corporate projects, accounting for 42.86%. Data show that students are more inclined to do social projects and many groups of students choose similar projects. Data show that students are more inclined to do social projects, and some groups choose similar projects.

In view of this situation, I conducted simple interviews with students. The view of students is that if they want to conduct a targeted investigation of enterprise problems, there will be many difficulties to accomplish this task. For example, if they want to do business subjects, they need to consult with the enterprises first, get the consent of the enterprises and cooperate with others. Social issues are relatively simple. They do not have to consult with anyone, they want to investigate what items they want to investigate, and do not have to ask for approval. And social research projects can be small, a lot of students simply around the students to launch a survey, such as "Heyuan Polytechnic students part-time survey". Because such topics are very small, few problems are difficult to choose in the course of investigation, and the process of investigation is much easier.

But it is also based on this, the enterprise project for students will be more exercise, will more exercise communication ability, organizational ability, team cooperation ability, analysis and judgment ability and so on. For example, for the determination of the object of investigation, if the topic selection is too small, the object will be directly limited. And the enterprise investigation topic will be a lot of complicated. For example, if you want to investigate a pet food, who do you want to consider as our research object? One, pet owners, two, pet stores, three, supermarkets. Are these all right? Obviously, it is not enough. At this point, we should remember who is the last consumer of the pet food? That means pets should also be included in the survey. Then the students will think about how pets should be investigated, so the investigation methods should be targeted to determine, and then discuss the survey pets need observation method. This series of problems will promote students' logical thinking, judgment and analysis ability, and enhance their teamwork ability.

#### **4. The advantage of apprenticeship to the introduction of curriculum practice**

Through the analysis above, we know that enterprise survey can better promote students' professional competence. However, the investigation exercise that does not cooperate with the enterprise will reduce the training effect on students. For example, take the "An investigation on the needs of yoghurt" project to make an explanation. As an enterprise topic, we must first understand the current situation of the enterprise and the next market target, so as to determine whether the enterprise needs to do what kind of investigation. But in practice, all of these students do not know, and students only investigate for investigation. Although certain theoretical and practical knowledge can also be obtained, the conclusion is hypothetical because the premises are hypothetical.

If we can use apprenticeship, the combination of enterprises and schools will be different. For example, the market research can directly take the enterprise's topic to do, the enterprise staff and school teachers jointly guide, and theory and practice can be better integrated. Enterprises can invest a certain amount of funds for investigation, and mainly pay for the investigation of students' labor and transportation expenses. Obviously, this part of the cost is relatively small compared with the investigation commissioned by the enterprise. Enterprises can also use this part of the funds to motivate outstanding works through the way of competition, so that students' enthusiasm will be promoted in all aspects.

This kind of teaching mode is that students take cooperative enterprises as the research object, through understanding the various problems encountered by enterprises in management, and then explore the market information needed to solve the problems, and actively acquire knowledge. The part of the enterprise is explained by the personnel of the enterprise, so that the students realize the importance of market research to the enterprise and produce interest in exploring and solving problems. And the real work process is bound to encourage students to actively use their theories to think and solve problems. This is equivalent to extending the practice base to the learning class, and reinventing the way of "extracurricular field acquisition and classroom training". In other words, it is a way of learning with problems to practice training and solving problems in practical training. It can

fully stimulate students' interest in combining theory with practical problems and improve the ability to solve problems by using theory.

## **5. Remolding of market survey course**

Apprenticeship enables students to use their real work projects as a practical basis in their learning process. Therefore, it is possible to reshape the process when conducting market research training. First of all, to determine the subject, after the in-depth communication with the enterprise, to study the existing or urgent problems in the business operation, and then to determine the research subject according to the problems that need to be solved in the actual operation of the enterprise. Second, determine the research objectives, and negotiate with relevant personnel of the enterprise to formulate the research objectives. Third, determine the information to be collected for research purposes, that is, research content. Fourth, determine who will provide information, and how to get information, and the time, location, cost and so on. After these initial decisions, the team members will complete the research plan, design the questionnaire, conduct field research and write research reports. In completing the work items, their knowledge and skills can be closely linked to solve practical problems and have strong applicability. So they can learn actively, and ultimately enable students to master the essence of professional knowledge and skills more effectively.

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