Construction and Analysis of Teaching Model of Marketing Major in Higher Vocational Colleges under the Background of "Internet Plus"

Wei Qiong
School of Economics and Management, Liaoning Finance Vocational College, Shenyang, Liaoning, 110122, China
email: 14038071@qq.com

Keywords: "Internet+", Higher Vocational Marketing Major, Teaching Model

Abstract: The rapid development of the times makes the marketing work environment change gradually, especially under the background of the current "Internet+" era, the society demands more marketing talents. Higher vocational colleges are an important place to train technical talents in our country. In order to meet the needs of social enterprises, we should optimize and reform the education mode in time. This paper discusses the content of the teaching model construction of marketing specialty under the background of "Internet +", and gives some suggestions for optimization.

1. Introduction
Taking the Internet platform as the basis to connect and integrate with the various industries in the society, thus realizing the "Internet+", this new mode has improved the development speed of the industry, promoted the cooperation and upgrading among the industries, increased the production force of the real economy in our country, and improved the production efficiency. [1]

2. Problems in the Teaching Model of Marketing Major in Higher Vocational Colleges in the "Internet Plus" Era

The problems existing in the teaching mode of higher vocational marketing specialty in the era of "Internet +" are as follows:

2.1. Talent Training Programme and Business needs Contrary to Demand

The goal of higher vocational marketing education is to train marketing comprehensive talents for the society, but every graduation season, many graduates still cannot find suitable jobs, and many enterprises cannot recruit excellent comprehensive talents. That is to say, there is a contradiction between the talent training scheme and the needs of enterprises in colleges and universities. At present, the courses of marketing major in most higher vocational colleges are still in the traditional teaching mode, and the courses offered are conservative, including consumer psychology, marketing, business negotiation and so on. That is to say, under the background of the current "Internet+" era, marketing talents must have a rich Internet. Obviously, the students in higher vocational colleges do not have enough knowledge about the Internet [2].
2.2. Internet+ Thinking Competent Faculty Lack of Comparison

From the requirements of cultivating students' Internet related knowledge, teachers of marketing major in higher vocational colleges must also have the relevant knowledge of the times of "Internet +", and need to use Internet thinking to deal with all kinds of Internet technology. Teachers in higher vocational colleges can be divided into two categories: young teachers and middle-aged teachers. Young teachers can quickly adapt to the means of Internet technology to communicate and study with students, and use teaching forms such as "micro-class" and "flipping classroom" to improve students' comprehensive quality. In short, in the higher vocational marketing major, teachers do not have a good "Internet+" thinking and ability, resulting in a decrease in professional teaching results [3].

2.3. Lack of use of Mobile Internet and Information Technology in Teaching

From the current teaching methods, most higher vocational college students use the one-way teaching mode of teachers to teach students to listen to lectures, and will combine classroom discussion, situational simulation, case analysis and other teaching methods to improve the teaching effect. This kind of teaching method can improve students' ability to think and solve problems, so as to cultivate students' comprehensive accomplishment. However, this teaching method still chooses the traditional classroom instruction primarily, but does not really integrate the Internet technology and the information technology which the present development potential is huge. The fundamental reason lies in the neglect of the development of the "Internet+" era, the insufficient investment of teaching equipment and facilities, and the lack of teachers' ability to use information technology.

2.4. Lack of a Sound Evaluation Index System for Teaching Quality

The students of higher vocational colleges are decreasing year by year. In order to make higher vocational colleges full of vitality, we must rely on effective means to improve the quality of teaching and improve the competitiveness of the market. The quality control system of higher vocational colleges is closely related to the survival and development of the whole college. Under the background of "Internet+", most higher vocational colleges have constructed a relatively sound evaluation index system of theoretical teaching quality. However, the actual application is not entirely in accordance with the theoretical evaluation system, so the results of practical teaching in higher vocational colleges are not significant [4].

3. The Reform of Teaching Mode of Marketing Major in Higher Vocational Colleges in the "Internet Plus" Era

In today's "Internet Plus" era, higher vocational marketing professional teaching model The reform needs to be carried out with the development of the times, and four suggestions can be taken in the reform. First, it is necessary to clarify the "Internet +" marketing talent training program; second, to cultivate the" Internet +" thinking Competent faculty Team; third, positive Use Information technology, mobile Internet Fourth, establish a sound teaching quality evaluation index system, details are as follows:
3.1. Clear "Internet+" Marketing Talent Training Programme

The social and economic development under the background of Internet+, its market consumption behavior and consumption environment are constantly changing, so enterprises need to adapt to the market consumption environment and change the marketing mode and method in time, and therefore the job skills and ability of marketers have changed. For example, in the traditional marketing environment, marketers only need to establish friendly cooperation with all offline entity enterprises to ensure the smooth development of offline sales channels. However, not only need to pay attention to the sales of offline channels, but also pay attention to the operation and sales of online channels, although in general, online sales and offline sales will arrange special personnel management, but the sales of these two channels are closely related to each other, cannot be regarded as two truly independent individuals, so the staff of offline channel sales must also have the corresponding online channel sales ability, and work with the staff of online sales to promote the development of enterprise marketing strategy. For example, offline channels, still use the traditional way to carry out sales work, but learn to use WeChat platform, all kinds of App platform to help users solve difficulties, timely communication with customers. In general, the current marketing talents need to have the ability of "Internet+" thinking, so the marketing specialty of higher vocational colleges must also attach importance to its development and change, and use the" Internet+” marketing mode to train comprehensive talents to meet the needs of the contemporary society.

3.2. Fostering "Internet Plus" Thinking Competent Faculty Team

Higher vocational colleges should actively organize relevant teachers to learn Internet thinking, use information technology to carry out teaching work, in order to meet the current "Internet+" market environment, cultivate excellent technical personnel, teachers must change their ideas in time, use Internet technology to enrich teaching content, and improve students'interest in learning. For example, teachers in the teaching of mobile e-commerce, WeChat marketing and other courses, teachers need to make and teach the goal of the "micro-class" video. In addition, it is also possible to cooperate and communicate with the technical personnel of relevant enterprises, improve the development of teaching resources and curriculum, improve the quality of teaching in an all-round way, and train the students of marketing major in higher vocational colleges to become marketing talents more in line with the needs of the market [5].

3.3. Positive Use Information Technology, Mobile Internet and Other Means of Teaching

Active use of information technology, mobile Internet and other teaching means to make higher vocational colleges marketing courses more practical. Because the funds of higher vocational colleges are very limited in the reform of teaching optimization, higher vocational colleges can use the existing resources such as marketing decision-making software system to carry out teaching activities, such as using the existing marketing training room of higher vocational schools to carry out network promotion, network planning, online research and other activities. If there are abundant funds for optimizing and reforming educational resources in colleges and universities, we can introduce the practice training platform directly to introduce the ability demand of enterprise marketing talents under the background of the current "Internet+" era, and let the students simulate the real marketing business and arrange the students to go to the post practice, which can lay a solid foundation for the students to enter the social work in the future.[6].

3.4. Establish a Sound Evaluation Index System for Teaching Quality

The teaching goal of higher vocational colleges is to train comprehensive technical talents for the society, so we should pay attention to the cultivation of students.practical ability and skill accomplishment in the evaluation of teaching quality, and make a comprehensive evaluation of students'innovative ability theory, practice ability, leadership ability and so on. From the point of view of the work of the marketing practice platform, the evaluation is composed of many aspects, so the evaluation should include all the contents of the teacher, the enterprise staff, the members of
the group, etc. The evaluation criteria can be comprehensively evaluated according to the students' understanding of the course, the performance of the homework, the final examination results, and finally get the results of the course results of the course [7].

Figure 3 Evaluation of teaching quality

4. Conclusion

To sum up, with the rapid arrival of the "Internet+" era, the whole social market environment is being impacted and influenced by the "Internet+" thinking mode, and the demand for talents in various industries is constantly changing.

The teaching method of marketing specialty in higher vocational colleges should meet the needs of the development of the times. Optimization of the reform, timely use of information technology to train marketing personnel, with the existing educational resources to provide support for the cultivation of students professional literacy, marketing work for our country to provide more in line with the development of the modern market comprehensive technical personnel.

References


