

Digital and Intelligent Transformation of Marketing Major in the Context of New Liberal Arts

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Abstract: Promoting the digital and intelligent transformation of marketing in the context of new liberal arts is an inevitable requirement to adapt to the new situation of technological and industrial transformation, and is an inevitable requirement to improve the level of connotation construction of marketing major, which is conducive to improving the level of training of new talents in marketing major. At present, the marketing major is facing challenges such as the urgent need to break down the barriers of disciplines, the urgent need to improve teachers' digital literacy, the urgent need to optimize talent training programs, the insufficient supply of digital intelligence teaching resources, and the urgent need to improve the quality assurance system. We should adhere to the transformation and development idea of "ideological and political guidance, digital intelligence empowerment, cross-integration, multiple collaboration, and application characteristics", strengthen the top-level design, build a multi-collaborative education mechanism, strengthen the supply of digital intelligence teaching resources, and improve the teaching quality assurance system.

1. The Important Value of the Digital and Intelligent Transformation of Marketing in the Context of the New Liberal Arts

1.1. Adapt to the Requirements of High-quality Development of Education, and Improve the Development Level of New Quality Productivity

The new round of digital technology transformation has profoundly changed the mode of social production and economic development, and put forward new requirements for the cultivation of higher education talents [1]. The marketing major should find the correct positioning in the development of new quality productivity, closely combine the needs of industry talents, promote professional transformation and upgrading, and provide high-quality application-oriented financial talent support for accelerating the development of new quality productivity.

1.2. Adapt to the Needs of the Construction of New Liberal Arts Majors and Improve the Level of Professional Connotation Construction

In 2020, the Declaration on the Construction of New Liberal Arts issued at the New Liberal Arts Construction Work Conference held in Weihai, Shandong Province, put forward innovative measures to promote the development of new liberal arts education, and provided an important direction for the cultivation of new liberal arts talents. It is an important goal of the construction of new liberal arts to cultivate application-oriented compound liberal arts talents with family and country feelings, innovative vision and strong comprehensive strength to meet the requirements of the new era. The construction of new liberal arts must be based on national conditions, anchor the central task, clarify the overall goal, keep up with the new wave of scientific and technological and industrial revolution, promote modern information technology such as artificial intelligence, cloud computing, and big data to empower new liberal arts education, and promote the optimization, transformation and upgrading of the structure of liberal arts majors. Marketing work is closely related to social and economic realities, and is greatly affected by new technologies and industrial changes. In the era of digital intelligence, the career orientation and ability needs of marketing

personnel will inevitably change, which puts forward new topics for the training of marketing professionals.

1.3. Adapt to the Situation of Technological and Industrial Change, and Improve the Level of Training of Applied Talents

The application of cutting-edge and revolutionary new technologies, mainly represented by artificial intelligence and digital technology, has opened up new fields and new momentum for the development of social industries, changed the organizational form, development model and value creation form of enterprises, broken through the qualitative state of traditional production factors, and significantly improved the value of intangible assets such as data elements and human capital. The application of modern information technology has changed the content, mode and means of marketing work, improved the efficiency of marketing work, and also put forward new requirements for the digital literacy of marketing workers [2]. Marketers should have the skills of big data collection, processing, mining and value utilization, and conduct analysis, decision-making and control of the whole process of economic and business activities. However, the current training of marketing professional education talents is still dominated by the traditional model characterized by discipline, specialization and refinement, which fails to fully integrate modern information technology into the professional education system, and cannot meet the urgent needs of innovative, compound and managerial marketing talents in the new era, technology and new industrial development.

2. Challenges Faced by the Digital and Intelligent Transformation and Development of Marketing Majors

2.1. There is An Urgent Need for Cross-integration, and the Barriers between Disciplines and Specialties Need to be Broken Urgently

A new round of scientific and technological revolution and industrial transformation is constantly reshaping the global innovation and economic pattern, greatly promoting the integrated development of science and technology and industry, bringing new development momentum to social and economic development, and also putting forward new requirements for the integrated development of new financial education. On the one hand, the deepening of new technology and industrial revolution has made the social and economic problems and enterprise business we face increasingly complex, and a single research boundary and traditional research paradigm cannot effectively respond to and solve social problems and practical conflicts, and multi-level and multidisciplinary interdisciplinary integration and development are required to provide effective scientific explanations and solutions for the solution of complex problems. On the other hand, promoting integrated development is also an inevitable choice to promote the construction of new liberal arts, and it is the only way for the transformation and upgrading of marketing professional education in the era of digital intelligence.

2.2. New Technologies are Changing and Upgrading Rapidly, and Teachers' Digital Literacy Needs to be Improved Urgently

Driven by a new round of information technology revolution, new technologies such as big data, cloud computing and artificial intelligence are emerging, which puts forward higher requirements for the professional ability and comprehensive quality of marketing practitioners, requiring marketing professional education to deepen the reform of education and teaching, strengthen the improvement of digital literacy, and reconstruct and optimize the teaching content and knowledge system based on the development needs of society and industry, which also puts forward new requirements for teachers' education concepts, knowledge structure and teaching methods. Teachers majoring in marketing in ordinary undergraduate colleges lack professional knowledge and industry practice background in modern information technology such as big data and artificial intelligence. The application of artificial intelligence technology has facilitated the cultivation of large-scale

personalized talents, redefined the modern teaching mode and learning mode of higher education, and changed the teaching form. However, many teachers are unable to adapt to the new teaching environment, have an inaccurate understanding of the learning behaviour characteristics, methods and needs of young students in the digital intelligence environment, are not proficient enough in the use of smart teaching tools, and fail to effectively use emerging technologies to carry out lesson preparation, learning situation analysis, personalized guidance, intelligent monitoring and evaluation, etc., which restricts the improvement of the educational effect.

2.3. Knowledge and Skills are Updated and Iterated Quickly, and the Talent Training Program Needs to be Optimized Urgently

New technologies represented by big data and artificial intelligence have greatly promoted the development of social productivity, infiltrated and integrated into various fields of social economy and industry, promoted social and industrial transformation and changes in the way of life and learning, and gave birth to new industries, new formats and new models. However, on the whole, there is still a big gap between the quality of talent training in marketing education in ordinary undergraduate colleges and universities in China and the requirements of new technologies, new quality productivity and new financial development. The training goal of professional talents cannot meet the needs of interdisciplinary, compound and applied marketing talents in the new era and new economy. The embedding of new technologies such as artificial intelligence and big data in the talent training program and curriculum system is relatively mechanical, mainly in the form of public elective courses and optional courses, and the integration with professional education is not close enough. The cross-integration courses of digital intelligence technology and marketing majors are usually set as elective courses, which are limited by teachers and software, and do not achieve the expected results.

2.4. The Teaching Resources of Digital Intelligence are Insufficient

Due to the late start of development, weak foundation, limited construction funds, etc., the digital and intelligent transformation of majors lacks sufficient construction resources, and the transformation and development process is relatively slow. There is still a big gap between the investment in the construction of marketing majors and the needs of digital and intelligent transformation and development of majors. Due to financial constraints, the hardware equipment and software of the laboratory are not updated and transformed in a timely manner, and there is a phenomenon of low-level duplicate construction, which to a certain extent causes the ineffective use of some resources. The level of intelligent management of the laboratory needs to be improved, and it has failed to achieve intelligence in information collection, appointment management, daily use, tracking and evaluation, and safety maintenance, and the sharing and opening to teachers and students is insufficient, and the utilization rate is not high. The traditional practical teaching resources of marketing obviously lag behind the social development and the actual production of enterprises, and cannot meet the new requirements of the cultivation of digital and intelligent applied marketing talents.

3. The Path of Digital and Intelligent Transformation and Development of Marketing Majors in Ordinary Undergraduate Colleges and Universities

3.1. Overall Framework

The in-depth development of new technologies and industrial transformation, the in-depth advancement of major national strategic reforms, and the increasingly urgent expectations of the people for high-quality higher financial education, have brought opportunities and challenges to the development of higher financial education. Ordinary undergraduate colleges and universities should keep up with the development situation of technology and industrial transformation, aim at the national strategic development layout and needs, take the initiative to undertake the historical mission of new liberal arts construction, accurately grasp the development laws and new

requirements of higher financial education in the digital and intelligent era, and clarify the specifications, goals and requirements for the cultivation of marketing and applied talents in the new era, new industries, new situations and new economic development needs. We should adhere to the mission of educating people for the country, and promote the transformation, transformation and upgrading of the marketing profession with the concept and idea of "ideological and political guidance, digital intelligence empowerment, cross-integration, multiple collaboration, and application characteristics", and cultivate complex, innovative and application-oriented outstanding marketing talents with firm ideals and beliefs, noble professional ethics, deep feelings for the family and country, solid professional knowledge, digital intelligence skills and international vision. The overall framework and thinking are to optimize the top-level design and policy support, and break down the barriers of disciplines and specializations; revise the talent training plan, reconstruct the curriculum system, and innovate the talent training and teaching mode; adhere to diversified collaboration, strengthen the construction of high-level teachers, and optimize the supply of digital and intelligent resources; Improve the teaching quality assurance system.

3.2. Specific Paths and Tasks

3.2.1. Optimize Top-level Design and Policy Support, and Promote Professional Transformation and Upgrading as A Whole

Promoting the transformation and upgrading of professional digital intelligence is an important task for ordinary undergraduate colleges and universities to promote the construction of new liberal arts, an important measure to adapt to scientific and technological and industrial changes, and an important measure to improve the quality of application-oriented talent training. Ordinary undergraduate colleges and universities should take the initiative to adapt to the new situation of new technologies and industrial changes, based on the requirements of new liberal arts construction, take the initiative to seek changes, make arrangements in advance, optimize the top-level design from the school level, improve the dynamic adjustment and optimization mechanism of the professional structure, and strengthen policy guarantees. Plan the transformation plan from the college level and implement it from the professional level. The digital and intelligent transformation of marketing majors is included in the talent training planning of schools and colleges, and the transformation and upgrading of majors are led by scientific planning and design. Ordinary undergraduate colleges and universities should break the boundaries of faculties and disciplines and majors from the school level, dilute the boundaries of majors, fully integrate computer technology and science, big data, modern information technology, mathematics, statistics and economic management and other related professional resources to jointly form a public service platform, promote the integration and development of modern digital intelligence technology such as artificial intelligence, big data and digital technology and marketing professional education, and combine modern digital intelligence technology to open up new disciplines and professional directions, such as artificial intelligence marketing, digital marketing and big data marketing to cultivate the characteristic direction and new growth points of discipline construction.

3.2.2. Focus on the Construction of High-level Teachers and Promote the Digital and Intelligent Transformation of Teaching Models

Ordinary undergraduate colleges and universities should adhere to external introduction and internal education, and improve the digital literacy of teachers. Ordinary undergraduate colleges and universities should optimize and adjust the talent introduction plan in combination with the requirements of the digital and intelligent transformation and development of majors, improve the talent introduction policy, and increase the introduction of talents with both marketing and big data technology backgrounds. Ordinary undergraduate colleges and universities should explore the two-way communication mechanism and mode between college teachers and industry talents, actively introduce senior industry talents and technical experts to enrich the teaching team, and select backbone teachers to enterprises with a high level of marketing intelligence, digital intelligence software and service providers for temporary training, promote teachers to better understand and

grasp the actual business scenarios and the underlying logic of intelligent marketing, and improve the practical application ability of marketing teachers. Ordinary undergraduate colleges and universities should strengthen teachers' awareness of digital education, improve the ability to use and control smart education platforms, enhance the skills of using digital technology to carry out teaching design and evaluation, and promote teachers to use modern technologies such as big data and artificial intelligence to carry out accurate student portraits, teaching preparation, teaching method innovation, personalized tutoring, intelligent evaluation and monitoring, and risk prevention. It is necessary to make full use of modern educational technologies and tools, vigorously promote generative artificial intelligence technology-assisted teaching activities, build a new teaching model that combines online and offline, and actively explore teaching modes such as simulation experiment teaching, blended teaching, and cooperative inquiry teaching, so as to guide students to participate in the teaching process independently. Teachers should be encouraged to carry out curriculum construction and teaching reform, and promote innovation in teaching practice.

3.2.3. Optimize the Training Program of Professional Talents and Reconstruct the Professional Digital Intelligence Curriculum System

The talent training program is a programmatic document for colleges and universities to carry out educational and teaching activities and talent training. To promote the digital and intelligent transformation and upgrading of marketing majors, we must be based on the national strategy and the needs of regional social development, adapt to the situation of new technologies and new industrial changes, actively adapt to the requirements of new liberal arts construction, closely follow the overall goal of talent training in ordinary undergraduate colleges and universities, and optimize and adjust the training goals of marketing professionals. We should closely follow the goal of talent training, benchmark the national standards of professional teaching quality, clarify the graduation requirements of professional students, and reverse the construction of the professional curriculum system according to the graduation requirements of the major, so as to clarify the sequence logic and cohesion of the courses. In terms of professional practice courses, colleges and universities can develop practical courses with industries and enterprises based on actual business and enterprise projects, introduce industrial practice and real business scenarios into professional teaching, and provide students with more real learning scenarios and platforms. We should further promote the integration of modern information technologies such as big data and artificial intelligence with labour education and innovation and entrepreneurship education, and comprehensively improve students' digital literacy.

3.2.4. Build a Diversified Collaborative Education Mechanism and Strengthen the Supply of Digital and Intelligent Resources

Ordinary undergraduate colleges and universities need to broaden the source of funds, effectively alleviate the shortage of construction funds, and improve the efficiency of fund use is very important to promote the transformation and upgrading of majors. The Party and the state attach great importance to the high-quality development of local higher education, and continue to increase financial support and construction funding for local universities. As a local undergraduate university, it is necessary to actively make good use of financial support, and actively apply for and strive for special awards and subsidies from the central and local governments. Ordinary undergraduate colleges and universities should take the initiative to strengthen deepening cooperation with enterprises in the education and technology industry, innovate and improve the cooperation mechanism of mutual benefit and win-win cooperation, actively strive for and attract high-quality social resources to invest in professional education, introduce new technologies, industrial platforms, industry practice cases and business scenarios into the construction of marketing majors, invite industry and enterprise experts to participate in professional construction and reform activities, and promote schools and enterprises in professional construction, talent training program revision, curriculum construction, industry enterprise case development, Deepen cooperation in the construction of laboratories and training bases. Ordinary undergraduate colleges and universities should take the initiative to break down the barriers between colleges and

universities, promote cross-institutional and interdisciplinary collaborative innovation, promote the co-construction and sharing of large-scale digital intelligence software and equipment, and effectively improve the digital and intelligent upgrading of marketing professional education resources. Ordinary undergraduate colleges and universities should vigorously promote the digital and intelligent construction of marketing professional textbooks. On the one hand, the intelligent construction of teaching materials must promote the digital construction of teaching materials. It is necessary to accurately grasp the trend of digital transformation of education, break through the traditional form of paper textbook media, make full use of multimedia elements such as animation, video and audio and a new generation of information technology, and rely on dynamic and interactive new forms of textbook presentation to promote the deep integration of digital technology and textbooks. On the other hand, the intelligent construction of textbooks should closely follow the industrial practice and the frontier of science and technology to realize the digital and intelligent update of textbook content. Ordinary undergraduate colleges and universities should pay close attention to national strategies and policies, face industrial reality, pay attention to the combination of theory and practice, and jointly develop digital and intelligent teaching materials with industry enterprises according to the professional curriculum system and content.

4. Conclusion

A new round of information and digital technology application and iterative updating has become an important force in the transformation and upgrading of higher education, injecting new vitality into the modern development of higher education. At the same time, society and industry have put forward higher requirements for higher liberal arts education. The development of new technologies and digital economy has had an important impact on the mode and means of marketing work, and the training of marketing professionals will be subject to an unprecedented baptism and rebirth. How to adapt to the new round of technological revolution and industrial transformation, seize the opportunity of new liberal arts construction, and promote the digital and intelligent transformation, transformation and upgrading of marketing majors has become an urgent task facing marketing education.

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