

Research on Specialty Construction and Teaching Mode Reform of Big Data Marketing in the Post-Epidemic Era

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Abstract: In the post-epidemic era and the background of big data development, Chinese universities need to actively carry out teaching reform and innovation of big data marketing, and cultivate new marketing professionals suitable for the development of big data era. On the basis of literature review, this paper puts forward relevant measures on how to develop the marketing major in Universities in China towards the direction of big data marketing in the post-epidemic era and promote the professional construction and teaching mode reform, in order to provide reference for the construction and development of marketing major in universities in China.

1. Introduction

Since January 2020, the COVID-19 pandemic has had a profound impact on education, making China enter the "post-EPIDEMIC era". Outbreak after the so-called "age", it's not that we originally imagined before everything returned completely disappear, such as epidemic situation, but the outbreak may have repeatedly, and possibly small outbreaks, reflux and seasonal attack from foreign or far, and it will last for a certain time, have far-reaching influence on all aspects of The Times. In the post-epidemic era, marketing teaching in universities will undergo positive changes. As a new trend, the development towards big data marketing will be further promoted. Teaching methods and teaching means will also change, as well as educational psychology and student behavior. The post-EPIDEMIC era has brought many challenges to education and teaching, as well as new opportunities^[1]. The necessity and urgency of education reform have once again become prominent. The impact of the epidemic and the arrival of the era of big data, comprehensive innovation mode based on big data and The Internet has posed great challenges to the marketing concept of universities and marketing decisions of enterprises, and also put forward a strong demand for big data research and application talents. Our response to the change of social demand, integrated, multidisciplinary off high quality education resources, relying on strong in marketing professional teachers team, set up a marketing major big data marketing direction, dedicated to training with international vision, solid multidisciplinary professional foundation, familiar with industry expertise, with big data thinking and data analysis ability, Creative and executive versatile talent^[2]. Big data marketing, with the popularity of digital living space, the total amount of global information is showing explosive growth. Based on this trend, there is a wide rise of new concepts and paradigms such as big data and cloud computing, which are undoubtedly leading a new round of Internet trends.

2. Relevant Literature Review

Big data marketing derives from and acts on the Internet industry. Relying on big data collection from multiple platforms and the analysis and prediction ability of big data technology, advertising can be more accurate and effective and bring higher ROI to brand enterprises^[3]. Marketing in the marketing direction of deepening gradually to the big data, the process of research is gradually thorough, Stanton (2006) argue that need in the process of marketing teaching open relationship marketing, such as information technology courses, through the study, data mining can master the

methods of marketing, and help students to increase the value in the market competition; Bateman (2008) et al. promoted and implemented some new ideas in the course of curriculum reform, and removed some hinderments in the course of reform, making it clear that curriculum reform is also a continuous and cyclic process requiring repeated design, implementation, evaluation, improvement and re-implementation. Amber (2010) et al. explored the use of social media platforms in marketing teaching and pointed out the great potential of using LinkedIn as a marketing teaching tool to teach complex marketing skills; Manyika et al. (2011) re-evaluated the existing marketing courses and found that college courses lack marketing practices that smes care about, while students in traditional marketing courses are not interested in smes and prefer to work for large enterprises. Fan Qing et al. (2015) pointed out that the marketing teaching of most colleges and universities is still relatively traditional and does not make good use of new teaching forms such as MOOCs. The teaching effect is not good and it is not attractive to students. Therefore, questionnaire survey should be conducted among students to establish a large number of MOOCs resources to meet students' personalized needs. Duan Xin (2015) et al pointed out that the content of marketing courses is practice-oriented and many theories in the courses are derived from practice. Curriculum content arrangement and training must be combined with practical cases as far as possible, so that students can not only master theoretical knowledge but also carry out practical application, emphasizing the importance of case teaching. Zhou Xiaorui (2016) and others will be the introduction of marketing teaching procedure, advantages and superiority on the micro lesson for effective mining, constantly to enhance the attractiveness of teaching and teaching effect, the small class using professional knowledge essence part stand out vividly, to promote the teaching quality of ascension, to promote the smooth realization of the professional quality of the teaching reform; Zhou Yaolin, Huang Chuanchuan (2017), Yu Liqiong, Zeng Hailiang (2019) and other scholars put forward that in the era of big data, marketing major needs to use big data tools to carry out teaching reform, with big data marketing talent training as the core, to improve the professional quality and comprehensive practical ability of marketing students^[4]; Qiao Wei (2020) proposed two training modes of marketing professionals, namely "project + product" and "pyramid + flipped classroom", to provide new teaching reform ideas for promoting the development of marketing discipline and training of professional talents^[5]. These theoretical studies further promote the development of big data marketing specialty and discipline construction.

3. Significance of Big Data Marketing Specialty Construction and Teaching Mode Reform in the Post-Epidemic Era

In the post-epidemic era, with the further development of the Internet and big data technology, the demand for marketing talents with certain big data technology is gradually increasing in the whole society, and the requirement for marketing talents to deal with big data is also getting higher and higher. The proposal of the concept of "Internet +", the prevalence of O2O model, e-commerce to the national strategy, etc., make the marketing model of enterprises present new changes, all walks of life have higher requirements for marketing talents. However, the current marketing teaching and talent training mode in colleges and universities has fallen behind the pace of The Times, especially as a basic and professional integration of marketing courses cannot meet the requirements of social development. Therefore, in the post-epidemic era, as well as the impact of the development of big data and the integration of online and offline teaching modes, it is particularly necessary to reform the major construction and teaching mode of big data marketing.

In the "post-epidemic era" and the development of big data, marketing and big data integration teaching can enable students to master big data analysis tools in marketing, making marketing decisions more feasible and reasonable. Big data knowledge is used to make scientific and technological tools better combined with practical teaching, and the knowledge of various disciplines is integrated. With the teaching idea of cultivating students' scientific research and innovation ability as the main body, a teaching mode with network and integration characteristics is constructed. In the process of practical teaching research, it makes students become the biggest benefit object. In the new classroom teaching, it makes students all aspects of ability get a

comprehensive training. In the teaching process, teachers and students form a good interaction, forming a series of case teaching, simulation classroom and other rich teaching mode. In the teaching of marketing professional courses, it can greatly stimulate students' interest in business and improve their professional skills in marketing practice by exposing students to the real simulated environment of Internet + in the era of big data for practical training. With the promotion of online teaching demand in the "post-epidemic era", we will strengthen the teaching reform research of marketing specialty, and strive to promote the cultivation of big data marketing talents in our school through the teaching reform and innovation of big data marketing specialty, so as to cultivate digital marketing talents that truly adapt to the development of The Times.

4. Relevant Measures

In the post-epidemic era and in the context of big data, Chinese universities need to actively promote the construction of big data marketing specialty and reform of teaching mode. In teaching, we should let students be able to better mine the business data of enterprise market and master how to extract useful information from a large number of business operation data. Through big data analysis and Internet + technology, we actively implement marketing case teaching and use simulation practice teaching to achieve the goal of enriching the big data marketing teaching mode. We should let students make better use of the Internet + tools, cultivate the teaching thought of students' scientific research and innovation ability as the main body, and build a new big data marketing teaching model with the characteristics of network and integration. Through the understanding of the teaching reform and innovation of big data marketing major in colleges and universities, we can further improve the ability of marketing students in all aspects by using big data analysis technology in the new classroom teaching. We also need to introduce college students into the real environment of enterprise big data marketing for practical training, so that students can better get familiar with the business environment of enterprise marketing, so as to better meet the needs of enterprises for big data marketing talents in the future work.

Universities and colleges in China need to actively promote the construction of big data marketing specialty and the reform of teaching mode, introduce big data knowledge, make the integration of marketing and big data technology, and train big data marketing talents to adapt to the development of the new era. Actively promoting the rapid development of Internet + big data plays an important role in creating a new talent training system. In order to cultivate more excellent marketing talents, our school needs to combine the basic needs of Internet + big data development, set up relevant majors and build relevant research sites, learn from domestic and foreign practical achievements and experience, and actively introduce them into the training of marketing talents. In the context of big data era, we should keep up with the pace of The Times, combine with the actual needs of market development, adhere to the basic concept of social and economic development, and find a new training mode of big data marketing talents in line with local economic development. Under the background of big data and the promotion of national "double First-class" construction, we need to actively explore more effective measures, so as to promote the construction of big data marketing specialty and the reform of teaching mode in universities.

5. Conclusion

In a word, in the post-epidemic era, the development of big data marketing is always in the midst of continuous innovation of operation mode and improvement of management mode. The dynamic change and development improves ability and quality requirements of big data marketing talents. Especially with the advent of the era of big data, data analysis plays an increasingly important role in the marketing process, and the existing marketing course teaching and talent training mode rarely integrates big data marketing analysis into it. Therefore, marketing teaching needs to meet the requirements of the development of the situation, and the original teaching methods and personnel training system need to be reformed and innovated, so as to promote the integration of big data into the construction of marketing specialty. It promotes the continuous in-depth development of big

data marketing direction, so as to cultivate marketing professionals facing the era of big data.

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