

The Teaching Dilemma of Marketing Major and Its Reform under the Background of “Internet +”

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Abstract: China's Economy Has Shifted from a High-Speed Growth Phase to a High-Quality Development Phase. with the Arrival of 5g, Artificial Intelligence, and the Internet of Things, the Demand for Talents in the Entire Market Will Also Be “Advanced Skills” Talents, Which Puts Higher Demands on Higher Education Institutions. the Practice Teaching Methods of Marketing Majors in Domestic Colleges and Universities Are More Focused on Classroom Case Teaching and Simulation Experiments, Which is Difficult to Meet the Training Requirements of “High-Skilled” Talents. to Practice the True Knowledge, We Need to Study the Innovation of Practical Teaching in Order to Achieve High-Quality Employment for College Students.the New Teaching Mode Builds Specialized Teaching on the Internet-Based Platform, Thus Forming a Benign Collaboration Model, Providing Optional Unique Configuration and Space for Professional Teaching.

1. Introduction

Under the background of “Internet +”, “Internet + education” is an inevitable trend and development direction of undergraduate teaching reform. It can fully stimulate students' enthusiasm for learning, guide students to learn independently, explore each other and improve learning effect. Therefore, in the course of marketing undergraduate classroom teaching, through online teaching APP, online and offline interactions can be realized, students can participate actively, teachers and students interact with each other, improve teaching level and teaching effect, and realize the modernization of undergraduate classroom teaching methods. . At the same time, the use of practical teaching can also enhance students' ability to innovate and innovate, and cultivate marketing professionals who meet the needs of society.

2. Analysis of the “Internet + Education” Business Model

Where the Internet and marketing are well combined, it is usually a place where China's agricultural economy is relatively developed and the network is relatively early, and the network is relatively popular. Due to the vast territory of China, the development of different regions is not the same, and the Internet popularization in a considerable part of the region is still in its infancy. The marketing development under the Internet environment is only in the introductory stage, and it is rarely carried out directly through the Internet in the final transaction stage [1]. .

For China's modern marketing development system, whether it is Internet finance or marketing, it is in the initial stage of overall development. Supporting policies, increasing investment in infrastructure construction, and drawing on the development history of Internet + marketing in foreign developed countries in terms of development experience, the future development advantages of Internet + marketing are huge, mainly reflected in:

First, although the relative value of China's marketing has shrunk, the absolute value of its added value in the industry is on the rise. In this state, it is more feasible to carry out capital and leverage management at an appropriate level. Third, the arrival of the Internet has broken the fixed pattern of physical operations. On the one hand, the spread of financial products is no longer restricted by geography and space. While reducing the production and operation costs of Internet marketing

agencies, it also reduces the time cost of using Internet financial products [2]. On the other hand, Internet marketing products have a relatively transparent business model, and it is easier to dispel concerns about financial products. At the same time, simpler operations allow people to use financial products without leaving their homes. This is a more attractive place for internet marketing.

3. The Teaching Dilemma of Marketing Major under the Background of “Internet +”

3.1 Lack of Practical Teaching Resources

At present, the lack of practical teaching resources in marketing teaching in colleges and universities mainly refers to the lack of a large number of teachers, practical teaching equipment and so on. Since the marketing profession is a very practical profession, our main battlefield should be transferred from the school to the market. At present, the marketing majors of colleges and universities are almost all teaching modes of “focusing on theory and light practice”. First, the school lacks “double-type” teachers. Most of the teachers in the school have relatively low practical teaching quality. They all graduate from school to school. They basically have no practical experience in participating in professional internships, and it is difficult to guide students to practice effectively. Second, there is a lack of a fixed practice base. From the actual situation of colleges and universities, the annual internship companies are changing. Because enterprises pay more attention to economic benefits, they are almost unwilling to provide internship opportunities for students, thus increasing the difficulty of establishing effective cooperative relations between institutions of higher learning and enterprises. Third, insufficient investment in practical teaching. In the teaching, teachers use the traditional teaching mode and pay too much attention to the teaching of theoretical knowledge. Even the simulation sandbox and simulation software are not available, only the case study is mainly explained [3]. These conditions have seriously restricted the practice of marketing professional practice.

3.2 The Practical Input of Teaching Resources is Single

Based on the mature development of Internet technology and mobile communication technology, Internet marketing is a new financing mode different from commercial banking system and capital market system. Its core is to break away from the dominant position of traditional marketing agencies in the marketing of marketing, and pay more attention to professionalism. And personalization. Compared with the traditional marketing industry model, Internet marketing has its own stronger heterogeneity from early online payment clearing to current marketing product sales agents, online lending and supply chain marketing, such as customer experience service scenarios. Deepening, the lag of marketing risk management, the intensification of liabilities to asset evolution, and the acceleration of interest rate marketization [4]. These new features have led to the traditional teaching resource model of the service marketing industry gradually discarding a single theoretical mechanical, knowledge-infused or passive participation. At present, along with the Ministry of Education's vigorous promotion of innovation and entrepreneurship in higher education institutions, the substantial improvement of students' ability to innovate and innovate in the field of Internet marketing is inseparable from the investment and development of practical teaching resources and practical teaching activities in colleges and universities. Obviously, the teaching resources of the service Internet marketing industry need to master the practical marketing product operation skills and the solid analysis ability of the capital flow and information flow, and put forward new requirements for the time investment of marketing professional teaching resources.

3.3 Instructional Design Needs Further Innovation

A good instructional design needs to arrange the various elements of the teaching and clarify the appropriate teaching plan according to the specific requirements of the course and the characteristics of the teaching object. It usually includes the objectives of teaching, the key points and difficulties of teaching, the methods and means used in teaching, the classroom forms used

(such as flipping classrooms, etc.), teaching platforms and time allocation. At present, the teaching design of the “Marketing” course is mainly aimed at traditional classroom teaching. It is still designed according to chapters. It is not designed according to modules and knowledge points. It is not targeted and ignores the learner's ability to digest and absorb. Therefore, it cannot It is a good way to meet the practical needs of students. There is a lack of innovation in the teaching elements, especially in the teaching methods, classroom forms and teaching platform design, which affects the teaching effect and is not practical.

4. Optimization Strategy of Marketing Professional Teaching under the Background of “Internet +”

4.1 Innovation in Classroom Teaching Methods

In order to promote the innovation of marketing professional practice in higher education institutions, we must first innovate the classroom teaching mode, and then stimulate students' interest in learning, and encourage students to actively participate in classroom teaching. First, the classroom model of “integrated online and offline” and “student active teacher guidance” is used for teaching. Because now in the age of intelligence, students in the classroom like to play mobile phones, but can not control, then you can change the mode of class. Combine the mobile phone with the classroom, let the students complete the basic theoretical knowledge on the mobile phone, and then the teacher uses the classic case to test the theoretical knowledge of the student learning, and guide the students how to apply the theoretical knowledge to the actual case, so that Avoid the traditional mode teaching mode of “teachers say students listen”, which can improve classroom efficiency. Second, develop students' ability to sum up. After allowing students to apply self-learning on mobile phones, teachers can help students to sort out and summarize the study of theoretical knowledge through mind maps, so that they can make full use of classroom time and improve learning efficiency. Third, innovation in the context of “Internet +” and “Big Data”. In the teaching of basic theoretical knowledge, “Internet +” should be integrated into the practical teaching system. Teachers should pay attention to classroom simulation training, and at the same time strengthen the training of network marketing skills, and combine the corresponding knowledge to select the most suitable marketing case for students. “Internet +” marketing training guides students to form a modern mode of thinking and enhance students' acumen. Fourth, the combination of theory and practice. Local resources can be used to combine the existing resources of the college, such as the college's shops and business incubators, to realize the use of learning and life, and to achieve practical teaching [5].

4.2 Building a Marketing Culture System

While the rapid development of colleges and universities, do not ignore the impact of the cultural system on its development. In the rapid development of information technology for many years, it is necessary to establish its own high-quality university marketing culture based on market demand, publicize products, and promote cultural positive energy. The application of cultural marketing concept is mainly reflected in the cultivation of cultural core literacy and the innovative application of cultural marketing concepts. In the process of innovation in the marketing concept of colleges and universities, the application of cultural marketing concepts can better promote the development of colleges and universities. Cultural marketing should focus on the cultural literacy of products to impress consumers, promote them with cultural media, and use the means of information to promote the development strategies of colleges and universities to create value for colleges and universities. For information technology, the most important thing is market development. It is based on information technology, optimizes its financial management, commodity design technology, and combines traditional marketing methods with online marketing methods to determine the marketing of colleges and universities in the new era. Program to ensure product marketing.

4.3 Resource-Based Internet Marketing Practice Platform Resource Construction

The rapid iterative development of Internet marketing puts new demands on the practical operation ability of marketing talents. When college teachers transform the complex rational cognition into the perceptual cognition of image simplification, it is necessary to construct the resources of the Internet marketing practice platform with employment as the core. In the Internet marketing environment, through the establishment of practical operation simulation platform, marketing supervision simulation platform and school-enterprise cooperation base, match the market marketing talent supply and Internet marketing talent demand. Students gain practical participation through the practice platform, and can quickly integrate complex theories into intuitive and accessible marketing transactions, effectively improving the ability to recognize, analyze and solve real-world Internet marketing related issues.

The Internet marketing practice platform is employment-oriented, including a practical operation simulation platform, a marketing supervision simulation platform, and a school-enterprise cooperation base. First, practice the simulation platform. The platform focuses on simulation trading of various marketing products, including marketing e-commerce, P2P, crowdfunding and online third-party payment, so that students can grasp the comprehensive, latest and complex marketing products at the theoretical level. In practice, he has gained a comprehensive understanding, especially for marketing practitioners who are engaged in the basic business of marketing agencies such as banks, securities, insurance, and funds. Second, the marketing supervision simulation platform [6]. The platform focuses on risk identification and control of a variety of innovative Internet marketing products. Although the inclusiveness of Internet marketing brings great convenience to personal investment and wealth management, the potential risks caused by the imperfect supervision of third-party supervision of Internet marketing have also contributed to the matching job market. Through the simulation study of the platform, students have the role of government departments or industry associations in marketing supervision to examine and deal with various Internet marketing risks. Finally, the school-enterprise cooperation platform. The platform provides teachers and students with the opportunity to practice in marketing, not only enabling teachers to participate in corporate R&D, but also enabling students to fully understand the development frontiers of marketing companies and the actual needs of related positions. The school-enterprise cooperation base focuses on the pertinence and practicality of Internet marketing practice. For example, it establishes an internship base with Internet marketing companies such as Ant Financial and Weizhong Bank to achieve a good connection between university personnel training and social talent needs.

4.4 Teaching Evaluation Innovation

Teaching evaluation can promote students' learning progress to a certain extent, and at the same time promote the progress and development of the college education and teaching level. First, evaluate teachers. The college should focus on the innovation of practical teaching, in addition to the scientific and feasibility of teaching design, classroom effects. Give full consideration to the teacher's teaching-oriented role, make quantitative assessments of teachers' practical teaching effectiveness as much as possible, and encourage teachers to use modern marketing models for teaching. Second, evaluate students. Teachers should incorporate the students' innovative ability and professional practice in the teaching evaluation system and incorporate them into the student's academic performance evaluation. The final assessment score consists of 20% theoretical knowledge + 30% innovation + 50% professional practice, and the three parts are combined.

5. Conclusion

In summary, with the advent of the 5G era, human life styles, work patterns, learning models, etc. will be changed again, and the talent training model for higher education institutions will also undergo major changes. In the future development, we need to do a good job in the innovation of the teaching system in order to deliver more high-quality, high-quality "application-oriented"

marketing talents to the society.

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