

Network Marketing Teaching and Practice Analysis Based on Target Position

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Abstract: Introducing the target post into the teaching link of network marketing will promote the steady development of teaching activities, realize the teaching and training objectives, and provide a large number of comprehensive talents for the operation and development of the market. This paper starts with the analysis of the importance of target posts in network marketing teaching, focusing on the shortcomings of traditional network marketing teaching process, and based on target posts, puts forward some strategies of network marketing teaching and practice, in order to provide good reference and reference for improving students' professional technical ability and practical innovation ability.

1. Introduction

Many colleges and universities generally offer online marketing courses, focusing on cultivating students' market sensitivity and improving their comprehensive quality and ability. In the process of carrying out the teaching activities of network marketing, we need to pay attention to the market-oriented role, take the target post as an important direction, focus on training students' professional ability, strengthening students' comprehensive quality, and carry out practical teaching activities to promote students' all-round development.

2. The Importance of Target Position in Network Marketing Teaching

As an important part of enterprise marketing strategy, network marketing is mainly to achieve the overall business development goals of the enterprise. It takes the Internet as a basic means to create an online business environment and achieve marketing objectives. Currently, e-commerce major in Colleges and universities generally offers online marketing courses, and at the same time, it is also set up as a main course in many professional courses. In the process of operation and management of many small and medium-sized enterprises, there is an urgent demand for network marketing talents, requiring them to have professional knowledge of network marketing, IT and good practical experience. In the process of training network marketing talents, colleges and universities not only need to strengthen the effect of students' knowledge of basic culture courses, but also need to start with the current market development and the actual operation of enterprises, grasp the development characteristics and business characteristics of network marketing industry, and have a high practical ability. Scientific grasp of students' individual development needs and industry development needs is the key consideration of talent training activities in Colleges and universities.

Taking target posts as a benchmark, we mainly take the relevant requirements of e-commerce industry, market development and change information and network marketing posts as the starting point of teaching, scientifically set up corresponding teaching objectives, carry out scientific and reasonable teaching plans, and strive to train network marketing talents to fully and effectively meet the needs of post professional competence. Modern enterprises require higher practical skills for network marketing talents. They need to pay attention to the actual situation, actively adopt scientific and reasonable teaching methods and strategies, set practical teaching training objectives, and focus on the specific needs of the post, so as to ensure that talent training truly meets the internal needs of enterprises and industries.

3. Deficiencies in the Teaching Process of Traditional Network Marketing

The online marketing course requires high practicality, but in the traditional teaching link, teachers propagate the course according to the textbook chapters and chapters in order, without combining the actual situation and actual cases, students passively accept all kinds of knowledge and content, it is difficult to think about related issues with their own knowledge and life experience, which restricts the independent development of students. Detailed division of the shortcomings of traditional network marketing teaching process is mainly reflected in the following aspects:

3.1 The orientation and goal of talent training are not clear enough.

In the process of cultivating network marketing talents, many colleges and universities have not done a good job of market investigation and have not understood the specific needs of the market and enterprises in terms of talents, thus failing to grasp the requirements of the market and enterprises in terms of talents' skills, knowledge and quality, which will lead to the unclear orientation of talent cultivation, the unclear teaching objectives and the lack of consciousness. It focuses on some teaching contents and clarifies the key points of teaching.

3.2 Distribution of Teaching Resources

The network marketing industry has achieved good development results, the marketing mode is gradually enriched, and the marketing means are also increasing, which puts forward higher requirements for students' comprehensive ability. However, in the actual teaching process, there are obvious lags in the textbooks used by colleges and universities, and the knowledge system structure is not perfect enough. Old knowledge points can not meet the needs of talents in real life, and can not meet the internal needs of professional posts. In the teaching process of network marketing course, the teaching practice mainly adopts virtual simulation experiment environment or individual skill module teaching training. For example, a university adopts free mass distribution software and does not carry out systematic teaching activities, which can not promote students to form a thorough and comprehensive understanding. There is still a certain gap between students' goal of growing up into solid composite applied talents.

3.3 The link of practical teaching is not scientific enough.

As a course with higher practical requirements, the teaching of online marketing course only relies on teachers' classroom teaching. It is difficult to fully mobilize students' interest in learning and promote students to master all kinds of knowledge and content in an all-round way. There is no strong sense of practice, which affects the actual development of students. At present, in the process of network marketing teaching in Colleges and universities, there are fewer practice training hours, students' marketing adaptability to the network environment is not high enough, they have not realized the full and effective combination of theoretical knowledge and practice, and they can not master the specific operation process of network marketing skillfully.

4. Teaching and Practice of Network Marketing Based on Target Position

In order to strengthen and improve students' overall knowledge learning effect and comprehensive accomplishment, we need to pay attention to adopting scientific and reasonable teaching methods and strategies, arranging various teaching links scientifically and setting up teaching contents rationally. Target posts as the starting point of network marketing teaching, meet the development needs of the current teaching activities, can meet the requirements of the market and enterprises for network marketing talents, for the healthy and sustainable development of e-commerce and other marketing industries, transport a large number of outstanding professionals.

4.1 Reasonable Setting of Teaching Objectives and Position Orientation

In order to carry out network marketing teaching activities, strengthen its practical effect and introduce the concept of target posts, it is necessary to combine the specific professional competence needs of network marketing posts. (1) Colleges and universities need to do a good job in all-round market research. This paper makes a detailed analysis of various contents in the process of market operation, focusing on the investigation of professional competence in the process of operation of network marketing posts. At present, the network marketing posts mainly include professional and technical posts and market posts. The former are mainly in search engine marketing, website development, website artistry and web design, while the latter focus on network operation, website editing, network marketing copywriting planning and website promotion. In the actual development of enterprise management, the internal management mechanism will directly affect the setting of specific posts. Different positions have different demands for professional competence, but in the final analysis, they all involve the theoretical knowledge and practical operation of network marketing [2]. (2) Colleges and universities need to design corresponding teaching objectives in a planned way on the basis of the vocational ability requirements of the posts related to network marketing, and take the training of practical professional network marketing talents as the training objective to promote the healthy growth of talents. Taking the post requirements of network marketing as a benchmark, we should reasonably compile scientific and reasonable textbooks to meet the students' development as a standard. At the same time, we need to compile corresponding personnel training plans and teaching programs, focusing on practical and effective teaching activities, so as to promote students to maintain a good development situation [3].

4.2 Reasonable allocation of teaching resources

In terms of network marketing posts, students need to have a solid network marketing theory. Therefore, in the process of carrying out specific teaching activities: (1) Colleges and universities need to pay attention to consciously strengthening the effect of students' grasp of basic knowledge, so as to promote students to learn these theoretical knowledge well in the daily teaching links. Colleges and universities need to work out practical teaching programs in combination with teaching objectives and textbooks in network marketing. (2) Fully and effectively integrate various teaching resources. Nowadays, the popular network marketing methods and means are constantly updated and enriched. In the process of promoting the operation of enterprises, higher requirements are put forward for talents to keep working attitude and ability with the times. Therefore, in order to carry out teaching activities in Colleges and universities, we need to adhere to the principle of innovation, regard many network marketing modes in the process of market operation as teaching resources, and strive to improve students' comprehensive ability in an all-round way, promote students to take actual marketing activities as cases, and strengthen their professional learning effect. With the continuous updating and progress of new media, micro-blogging, micro-messaging and various forums are the main marketing methods to carry out corresponding marketing activities from different aspects. Teachers will take this as an important case to explain to students.

For example, in the process of explaining the content of network marketing, a university teacher enumerates large e-commerce platforms such as Taobao, Suning and Jingdong to enable students to learn the knowledge of network marketing activities. The teacher focused on the "Double Eleventh Shopping Festival" held by Taobao in recent years to illustrate the market effect brought by successful cases.

4.3 Innovating Practical Teaching Means of Network Marketing

It is very difficult to cultivate students' professional knowledge ability and promote them to grow into suitable practical network marketing talents through theoretical knowledge teaching alone. In order to carry out online marketing teaching activities in modern universities, we need to pay full attention to the importance of practical teaching.

4.3.1 Increase the training hours

Colleges and universities need to combine the actual situation of network marketing teaching activities, grasp the specific professional ability needs and talent needs of network marketing related posts, and design corresponding training courses. At the same time, on the basis of the existing training courses, it is necessary to increase the training hours appropriately to promote students to have more opportunities to participate in the training process. In the process of arranging the contents of teaching courses, schools need to pay attention to the significance of the practical courses, and focus on carrying out practical teaching in many different aspects, so as to promote students to have good development in the process of training [6].

4.3.2 Rich and Flexible Use of Teaching Means

Faced with the diversity of network marketing in practice, teachers can actively combine specific teaching needs and adopt flexible and rich teaching methods to achieve teaching objectives. (1) Combining students' interests and characteristics, dividing different teaching groups, letting students carry out corresponding teaching activities in groups, assigning different teaching tasks to students, enabling students to choose their favorite subjects to study according to the actual situation, fully training students' ability of independent research and practical innovation, and cultivating students' cooperative intention. Knowledge and ability [8]. In the process of group inquiry, teachers can properly play their guiding role and scientifically guide students to participate in the corresponding learning links. (2) Case teaching method. In the teaching activities of network marketing, teachers need to pay attention to the reasonable selection of the corresponding case content, so as to promote students to actively learn all kinds of knowledge and content according to the actual situation of the case. Teachers need to carefully select appropriate teaching cases and combine specific teaching content to impart students' corresponding practical experience [9].

4.3.3 Building Professional Training Base

In addition to the content of simulation teaching and skill training in the past, colleges and universities need to focus on building professional training bases to meet the market demand and job demand, to effectively cultivate students' professional practical ability and strengthen students' practical ability to carry out online marketing teaching activities. School-enterprise cooperation mode is adopted to attract funds and technical support from related e-commerce and Internet enterprises, so that students can participate in the real network marketing link. For example, students can exercise their professional knowledge and ability in network marketing from a series of links, such as project establishment, design, process optimization, sales and after-sales.

5. Conclusion

There are obvious shortcomings in the traditional teaching process of network marketing, which affect the actual teaching effect and is not conducive to the good cultivation of network marketing talents. Actively carrying out effective teaching activities, we need to pay attention to the optimization of teaching strategies. Modern colleges and universities take target posts as the starting point, reasonably set teaching objectives and position orientation, reasonably allocate teaching resources and innovate practical teaching methods of network marketing, which will promote the steady development of talent training activities and provide good preconditions for the healthy and stable development of network marketing market.

Acknowledgements

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