

Research on the Reform of Big Data Marketing Teaching Mode in the Context of Digital Intelligence Era

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Abstract: Under the background of digital intelligence era, marketing discipline is facing more and more challenges, and the integration of marketing and Big data has become a new trend. Therefore, under this background, this paper analyzes the current situation of Big data marketing, points out the relevant significance of the research, and proposes corresponding measures, which will be more conducive to the development of Big data marketing discipline.

1. Review of Big Data Marketing Research in the Context of Digital Intelligence Era

The current world economic and social environment has undergone profound and complex changes, leading to new situations and changes in many fields. The economy and society are accelerating into the era of digital intelligence. The emergence of the epidemic has also accelerated the process of digitalization, networking and intellectualization of the whole society. Digital intellectualization is a new growth mode that combines digitalization and intellectualization. It is a new growth mode that further introduces information technology and data on the basis of the growth model driven by traditional factors such as labor and capital. The internal and external environment of enterprises is undergoing profound changes, and the marketing theory and practice of colleges and universities are facing new challenges and profound changes. In the era of digital intelligence, the construction of Big data marketing curriculum and teaching mode in colleges and universities will also change, as well as the changes in marketing psychology and marketing student behavior. The innovative model based on Big data and the Internet poses a huge challenge to the marketing concept of colleges and universities and the marketing decision-making of enterprises, as well as a strong demand for Big data research and application talents^[1]. We need to respond to the changes in the demand for social talents, integrate high-quality educational resources both inside and outside the school and across multiple disciplines, actively promote the construction of Big data marketing courses relying on the teaching team of the marketing department, and devote ourselves to cultivating Big data marketing composite talents with an international perspective, a solid multidisciplinary professional foundation, familiar with industry expertise, both Big data thinking and data analysis capabilities, and creativity and execution.

Big data marketing is derived from the Internet industry and acts on the Internet industry. Big data technology analysis and prediction capabilities can make advertising more accurate and effective. Marketing is gradually deepening towards Big data marketing, and relevant research is also gradually deepening. Amber (2010) and others explored the use of social media platform 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) reevaluated existing marketing courses and found that university courses lack content on marketing practices that are of concern to small and medium-sized enterprises, while students under traditional marketing courses are not interested in small and medium-sized enterprises and tend to choose to work in large enterprises. Zhou Yaolin, Huang Chuanchuan (2017), Yu Liqiong, Zeng Hailiang (2019) and other scholars proposed that in the era of Big data, the marketing specialty needs to use Big data tools to carry out teaching reform, focus on the cultivation of Big data marketing talents' post ability, and improve the professional quality and comprehensive practical ability of marketing students; Lin Pin-kuan and

Wu Yue'e (2021) further discussed the research on the construction path of the first-class specialty of marketing in the context of Big data, providing new ideas for the construction of Big data marketing courses and teaching mode reform. The research on these theories has further promoted the construction and development of Big data marketing discipline.

2. Relevant Research Significance

With the further development of the Internet and Big data technology, the demand of the whole society for marketing talents with certain Big data technology is gradually increasing, and the requirements for marketing talents' ability to deal with Big data are also increasing. The concept of "Internet plus", the prevalence of O2O mode, and the rise of e-commerce to national strategy have made new changes in the marketing model of enterprises, and all walks of life have higher requirements for marketing talents. However, the existing marketing teaching and talent cultivation models in universities can no longer keep up with the pace of the times, especially the marketing courses that integrate basic and professional aspects can no longer meet the requirements of social development. Therefore, in the era of digital intelligence, with the further development of Big data technology and the integration of online and offline teaching modes, it is particularly necessary to reform the Big data marketing curriculum construction and teaching mode.

In the era of digital intelligence and the development of Big data technology, the integration of marketing and Big data can enable students to master Big data analysis tools in marketing, making marketing decisions more feasible and reasonable. Using Big data knowledge, scientific and technological tools are better integrated with practical teaching, and knowledge of all disciplines is integrated. With the teaching idea of cultivating students' scientific research and innovation ability as the main body, a networked and integrated teaching mode is constructed. In the teaching of marketing professional courses, students are exposed to the real simulation environment of Internet plus in the era of Big data for practical training, which can greatly stimulate students' business interests and improve their professional skills in marketing practice. With the promotion of online teaching demand in the digital and intelligent era, we will strengthen the research on teaching reform of marketing specialty, and strive to promote the cultivation of Big data marketing professionals in our school through the teaching reform and innovation of Big data marketing specialty, so as to cultivate digital marketing professionals who truly adapt to the development of the times ^[2].

3. Related Measures

3.1 Implement Diversified Big Data Marketing Teaching Methods

The Internet has made the current education forms of Big data marketing diversified, and teachers' teaching methods should also be diversified, not just simple teaching methods. Nowadays, students enjoy novelty and have a strong ability to accept new things. If teachers only stick to the rules, it is difficult to motivate students to learn. The teaching method of Big data marketing can draw lessons from the open teaching method of European and American teachers, let students be the masters, and use the mobile Internet, such as some teaching APPs in mobile phones, to help students teach their most concerned learning cases and relevant knowledge content in the most appropriate way from the needs of students. For example, in marketing environment analysis, using mobile apps, students are first surveyed to select the marketing environment elements they most want to understand, as well as the case studies of several companies they most want to know, as well as the knowledge parts they are most confused and want to learn. In this way, students are encouraged to preview and have expectations for the classroom. In the classroom, you can use the APP to randomly group and discuss, and have students present their viewpoints. Students can also learn teamwork in group discussions. Finally, small classroom quizzes and feedback can be conducted after class to provide students with timely review and feedback on their learning.

3.2 Integration of Production and Education to Cultivate Big Data Marketing Talents

With the arrival of the Big data era, the social division of labor is becoming more and more refined, and it can be predicted that the market in the future will demand more and more Big data marketing talents. Therefore, colleges and universities should transform the training goal into training professional Big data marketing talents and adjust the current talent training mechanism. In combination with the current needs of enterprises, the training direction will be subdivided according to the type of Big data marketing talents required by the current market, and students' theoretical and practical skills will be jointly trained through the integration of school level output and enterprise level, so as to jointly build a school enterprise Big data marketing talent supply database. After establishing the training objectives, the curriculum system and teaching content will be finely and reasonably distributed. In the curriculum arrangement of different grades, attention should be paid to avoiding the occurrence of knowledge duplication, so that students can learn new knowledge and skills within the limited classroom time. Taking the professional courses of marketing as theoretical knowledge, combined with the practical skills training jointly cultivated by enterprises, the curriculum system of theory+practice is realized, so as to achieve the goal of integrating production and education to cultivate Big data marketing talents.

3.3 Strengthen the Joint Cultivation of Big Data Marketing Interdisciplinary

Big data has enhanced cross-border cooperation, and its applications have penetrated into various fields. With the support of Big data tools, marketing has also achieved cross-border integration with other industries. In addition to strengthening marketing knowledge, Big data talent training also involves statistics, mathematics, information technology, logistics and other disciplines, which requires cross-border thinking and interdisciplinary background of marketing innovators. Due to the involvement of multiple professional disciplines, it is necessary for teaching personnel to have professional abilities and a rich range of knowledge when implementing talent cultivation reform. We can make full use of university resources, cooperate with other majors to open related courses, and build a Big data marketing innovation and entrepreneurship talent training model that focuses on marketing. The sharing of professional groups, public teaching platforms, and teaching resources in universities has increased the feasibility of strengthening interdisciplinary joint training. At the same time, interdisciplinary joint training not only affects students, but also enhances the quality of the teaching team. Teaching staff should first have a cross disciplinary knowledge background in order to better guide students in interdisciplinary learning. Measures such as the introduction of business teachers, temporary training and off the job training of school teaching staff, and the introduction of Big data marketing professionals in school enterprise cooperation can increase the cultivation of Big data marketing innovation and entrepreneurship talents among cross disciplines.

4. Conclusion

In short, we need to actively promote the construction of Big data marketing courses and the reform of teaching mode in the context of digital intelligence era, introduce Big data knowledge, integrate marketing and Big data technology, and cultivate Big data marketing talents to adapt to the development of the new era. Actively promoting the rapid development of Internet plus Big data plays an important role in creating a new talent training system. In the context of digital intelligence era, our school should keep pace with the development of the times, combine the actual needs of market development, adhere to the basic concept of social and economic development, and find a new Big data marketing talent training model that meets the local economic development. Under the promotion of Big data background and "double first-class" construction, it is of great theoretical significance and practical value to carry out the reform of Big data marketing teaching mode ^[3].

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