

## Practical Analysis of Marketing Thinking in the Management of College Students

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**Abstract:** With the continuous development of socialist market economy and the rapid expansion of college enrollment scale, it is more and more difficult to manage students in traditional colleges and universities. Therefore, the author uses marketing thinking to analyze the impact on the management of College students. According to the research, it is the key to modernize the management system and management ability of colleges and universities to integrate the marketing thinking and the rule of law into the whole process of student management in order to promote the development of education. In addition, the ultimate goal of college student management is to ensure the sustainable development of the school. Applying marketing thinking in the management of college students is an advanced management concept and means to achieve a win-win development between the school and the students.

### 1. Introduction

Management is a process of coordinating work activities so that it can be effectively and effectively implemented with others or through others to achieve organizational goals [1]. For a long time, people used to look at things from their own standpoints and use their own values to measure others. In the management process, it is precisely because of the subjective conditions of managers [2]. Understanding the one-sidedness and narrowness of the problem perspective is difficult to innovate when implementing management. The complexity and versatility of education makes it more urgent than ever to manage projects [3]. Morality, as an important mechanism of human spirituality, is not only manifested in the coordination and control of human spiritual relations, but also as a powerful cohesive force on the human spirit [4]. Teacher-student relationship is an important part of social relations, and the cooperation between teachers and students is also the value pursuit of publicity [5]. In the process of using these self-Media tools, college students will receive various kinds of information [6]. College students are in a critical period of physical and mental development, and also a critical period for them to establish a good world outlook and outlook on life [7]. If these decadent ideas penetrate into college students' thoughts, they will have a great impact on their thoughts, and will also have a great impact on the management of College students.

### 2. Methodology

Under the background of ruling the country by law in an all-round way, it is an important link in the innovation of university governance structure and the key to realize the modernization of university governance system and ability to integrate the thinking of rule of law and the way of rule of law into the whole process of university student management to promote the legalization of education [8]. The management of college students determines the comprehensive level of the school and the comprehensive quality of the students, and has a vital impact on the development of education [9]. In addition, the novelty of university journals is full of curiosity, students will learn about the outside world through some websites, or directly participate in it, although to a certain extent, it can enhance students' social participation [10]. Most vocational college students lack the ability to evaluate themselves comprehensively, objectively and comprehensively. They lack a clear understanding of their needs, positioning and future development direction. Therefore, moral

management cannot simply be regarded as a “moral” management method or a “moralization” of management. Effective marketing thinking means accomplishing the project objectives and achieving satisfactory results under the premise of ensuring quality within the prescribed time and cost. It is a school administrator who organizes and directs students to conduct various educations for students with purpose, planning, and organization in accordance with the educational standards stipulated in the education policy. This will enable students to develop in a comprehensive way in virtue, intelligence, body, beauty and labor, and become a successor to the socialist cause.

In the management of College students, managers often refer to “managing and controlling students well”. This traditional student management mode emphasizes “management”, and the teacher-student relationship is purely “management” and “managed”. Integration combines the independent marketing work and links into a whole system to produce synergistic effect. Integrative marketing theory still advocates paying attention to consumer orientation and emphasizing the central position of consumers in marketing activities. We should pay more attention to customers' needs and desires, provide products that can satisfy customers' needs and desires, pay attention to customers' possible payment season, the convenience of customers' purchase, and pay attention to communication with customers. At the same time, it is precisely because they live among the students, they can understand the students' actual thoughts, psychological changes and their voices and requirements, and can provide information to the school in time. As a basis for improving and perfecting the work of teaching, management, and life in colleges and universities, we should avoid unrealistic mistakes. Marketing warfare is the unification of strategy and tactics. It ignores the strategy and emphasizes the temporary tactics to achieve certain effects in the short term. However, in the long run, this approach not only has no strategic significance, but also affects the long-term development of the enterprise. As a student manager, further rational thinking and practical exploration are needed to make greater contributions to the continuous development of education in the future.

The influence of marketing thinking on student management is very huge. The core of it is to position the market and solve the problem of marketing differences. The formulation of strategy and tactics depends on the market position. The relationship between current market position and market share is roughly as shown in Table 1.

Table 1 Market position and market share relationship

Market position	Market Leader	Market challenger	Market follower	Market nicher	Other
Market share	41%	27%	16%	5%	11%

At present, the management of college students is based on “moral management” as the core of traditional student management. The essence of the concept can be expressed in the words “moral management”, and the logical framework and theoretical system of scientific management is constructed based on this. Therefore, before providing high-quality services and products to students, teachers must first understand the characteristics of the groups they are facing, and help customers to conduct a comprehensive analysis of their psychology, ability, and needs, so that they can achieve the right medicine. However, due to the low level of security of the network media, information is all-encompassing, which can easily lead to the leakage of personal information, and will also provide opportunities for criminals. From the perspective of the rule of law, the status quo of college students' management is examined. The most prominent problem is to rely on the traditional way of thinking to work and gradually become the manager's mindset. In view of the problems faced in daily work, we can use marketing knowledge to analyze problems from the perspective of marketing personnel, and put forward an effective thinking mode to solve them. Its essence is the embodiment and application of legal instrumentalism and administrative centralism based on the tradition of “rule by man” in the management practice of College students. The main drawback is that it relies on administrative authority to carry out its work, which easily leads to the phenomenon of “blind command” or “power over law”.

Integrating marketing thinking into the whole process of student management really makes schools regard students as the most valuable resources and pay attention to students' needs. Make

students, schools and society win-win and promote the development of higher education as a whole. Its structure is shown in Figure 1.

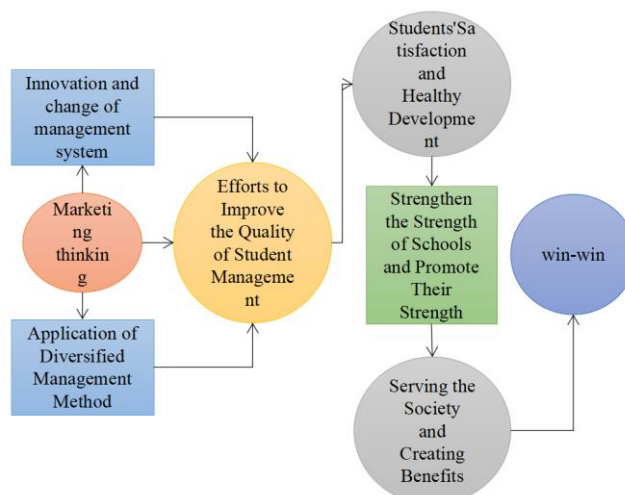


Fig.1. Schematic diagram of college student management structure based on marketing thinking

### 3. Result Analysis and Discussion

Marketing thinking is customer-oriented, with a win-win approach, focusing on integrity and communication. College student management refers to the organization, planning, and purposeful student education management of college students according to the national education policies and laws, providing services for students, so that students truly become talents that meet the needs of society. This way of thinking completely puts students in passive acceptance and dominance, weakens the students' ability to act, and causes the “one-sentence” of students' education management work, blocking the channels of democratic management. Although vocational college students have insufficient ability to test, it is difficult to clearly understand their level of competence and intelligence. However, they have unique advantages in practical ability, communication and cooperation, and employment and entrepreneurship. Moral management is not a simple expression of management ethics, nor an Abstract statement of ethical management, but a statement of the value of human spiritual relationships and their effects. The basic metaphor of moral management is to highlight the self-sufficiency and sacredness of morality. The “theoretical synapse” that constitutes its mechanism is the social control that people give morality in their thinking, not the meaning of single-phase social relations. At the beginning of the project, the probability of successful completion of the project is very low, and the risk and uncertainty are very high. With the development of the project, the probability of completion is getting higher and higher until it is completely clear in the end. The influence of project stakeholders on the project is gradually weakened along with the project cycle.

College entrepreneurship education curriculum centers on its own concept of entrepreneurship education, through the integration of knowledge, has established a complete and distinctive curriculum system of entrepreneurship education. Through Table 2, we can understand the current course of entrepreneurship education in Colleges and universities.

Table 2 Course Types of Entrepreneurship Education in Colleges and Universities

Serial number	Course type	Main Learning Contents
1	Entrepreneurial Awareness	Creative stimulation, creative development, etc.
2	Entrepreneurial knowledge	Innovation strategy, organizational design, etc.
3	Quality of entrepreneurship	Develop creativity into entrepreneurship process, marketing, etc.
4	Business Practice Operations	Business Opportunity Choice

In recent years, with the advancement of higher education reform and the expansion and merger of colleges and universities, the number of students in Colleges and universities has increased and the scale of running schools has expanded, which has brought new challenges to the management of students in Colleges and universities. It is very important to understand the life cycle of a project in management, which can help us to formulate appropriate management methods and improve the efficiency of project management. With the gradual dilution and loss of students' sense of ownership, students' management can not form a healthy motivation mechanism and power balance system. Therefore, college students are prone to suffer from “political weakness” and “mental laxity”. It makes the management of college students fall into ethical dilemma because of the weakening of the function of the spiritual power system. Quality services are often based on the needs of the “customer”. Therefore, understanding the diverse needs of students is a necessary prerequisite for teachers to provide quality services. On the contrary, students are reluctant to have face-to-face communication with teachers, and they are not willing to ask teachers for help if they encounter difficulties. Due to long-term habits, student managers use the above traditional ways of thinking to work, and do not pay attention to overcome their limitations. Therefore, the work is passive and difficult to advance, often falling into the dilemma of “hard methods do not dare to use, soft methods do not use, new methods will not be used”.

#### **4. Conclusion**

In the management of college students, we should also establish the concept of “social marketing” of marketing thinking, and transform the traditional focus on academic performance to the importance of students' comprehensive quality, so as to promote the sustainable development of students. This clarifies the subjective position of the pluralistic subjects in the legal system and rationally allocates the rights of different subjects, and clarifies the interests, power boundaries and rights and obligations of the pluralistic governance subjects. Therefore, universities must constantly optimize the campus network environment and establish sound institutions. The supervision mechanism enhances the media literacy of college teachers and students and continuously improves the quality of student management in colleges and universities. The purpose of using marketing thinking to manage students is to operate the four-year learning and life process of college students as a specific project, and to determine the allocation and balance of educational management resources from the overall point of view of the management system. It is conducive to the overall optimization under the existing student work management ability. It can further improve the efficiency of student management, and has a strong guiding significance for student management in Colleges and universities. In short, the content of student management in Colleges and universities is very rich, and the management methods are various. Student management is an indispensable and important part of University management. Only through effective management can we make the students accept management sincerely, study happily, grow healthily and become successors and builders of socialist cause.

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