Research on Teaching Content and Model Innovation of New Media Marketing Courses Empowered by AIGC

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Abstract. This paper discusses innovations in the teaching content and models of new media marketing courses empowered by Artificial Intelligence Generated Content (AIGC). It explains the impact of AIGC on new media marketing, analyzes the direction of updates in teaching content and model transformations, and proposes strategies to ensure the implementation of these innovations. The aim is to enhance the teaching quality of new media marketing courses and cultivate marketing talents for the digital communication era who are proficient in using intelligent tools and possess strategic thinking.

Keywords: AIGC; New Media Marketing Course; Teaching Content; Teaching Model.

1. Research Background and Significance

(1) Diversification of New Media Marketing Channels

1) Social Media Platforms as Core Channels

Social media platforms such as WeChat, Weibo, Douyin, and Xiaohongshu have vast user bases. For instance, WeChat boasts over 1.2 billion monthly active users. Companies and brands can reach users through various formats like official accounts, video channels, and Moments advertisements. Douyin, with over 600 million daily active users, enables brands to showcase, promote, and sell products via short videos and live streams. Top influencers like Li Jiaqi utilize Douyin live streams for sales, with single-session revenues potentially reaching billions of RMB.

2)The Rapid Rise of Short Video Platforms

Short video platforms attract large user audiences with their vivid and intuitive characteristics. Platforms like Kuaishou and Bilibili allow brands to capture user attention through creative short videos. For example, Coca-Cola's series of creative short videos on Bilibili received numerous likes, coins, and shares, effectively enhancing brand awareness.

3)Integration of Marketing Functions in E-commerce Platforms

commerce platforms such as Taobao and JD.com serve not only as shopping venues but also as marketing fronts. Merchants enhance sales performance through store decoration, live streaming, precision marketing, and other methods. Taobao Live, for instance, has become a crucial channel for many brands to launch and promote new products.

(2) Personalization of New Media Marketing Content

1)Accurate Construction of User Profiles

Leveraging big data analytics, companies can gain in-depth understanding of user demographics (age, gender, region), interests, hobbies, consumption habits, and other information. For example, beauty brands analyze user engagement with beauty products on social media to precisely identify target groups with different skin types and style preferences.

2)Personalized Content Push

Based on user profiles, companies deliver personalized marketing content. Information platforms like Toutiao push accurately matched advertisements and content according to users' browsing history and interests. NetEase Cloud Music's personalized recommended playlists cater to users with diverse musical tastes, also providing opportunities for precise music marketing.

(3)Digitization of New Media Marketing Methods

1)Big Data-Driven Marketing Decisions

Enterprises utilize big data to collect and analyze user behavior data, including browsing records, purchase history, and search keywords. Data analysis helps mine user needs and potential purchase intentions, enabling the formulation of more precise marketing strategies. For instance, e-commerce companies analyze users' shopping cart items and browsing history to push relevant product recommendations and promotional information, thereby improving conversion rates.

2)Artificial Intelligence Powers Marketing Automation

Artificial intelligence is increasingly applied in marketing, such as through intelligent customer service and marketing automation tools. Intelligent customer service can answer user inquiries in real-time, enhancing service efficiency and user satisfaction. Marketing robots can automate tasks like email marketing and social media interaction, saving labor costs and improving marketing effectiveness.

3)Exploration of Virtual Reality (VR) and Augmented Reality (AR) in Marketing

Some companies have begun experimenting with VR/AR technologies for marketing. For example, real estate firms use VR to create virtual showrooms, allowing users to immersively experience house layouts and decor. Beauty brands employ AR technology to offer virtual makeup try-on features, enhancing the user shopping experience[1].

(4) Enhanced Interactivity in New Media Marketing

1)Increased User Participation

New media marketing encourages user participation in content creation and interaction. Brands initiate topic discussions, creative contests, and other activities to stimulate user interest and engagement. For example, Coca-Cola's annual "Nickname Bottle" campaign allows users to customize bottles with their nicknames, triggering widespread participation and sharing, thereby expanding brand reach.

2)Real-Time Interactive Marketing

Live streaming and online customer service facilitate real-time interaction between brands and users. Hosts communicate with the audience in real-time during live streams, answering questions and promoting products. Online customer service promptly responds to inquiries and handles after-sales issues, enhancing user favorability towards the brand.

3)Accelerated Social Word-of-Mouth Communication

User sharing and recommendations on new media platforms play a significant role in brand communication. High-quality products and services can easily trigger user word-of-mouth, creating a viral brand effect. For instance, Xiaomi has cultivated a large base of loyal users through community engagement and word-of-mouth; its new product launches often gain widespread attention via spontaneous user communication.

(5) Significance of the Rise of AIGC Technology for Improving Teaching Quality and Talent Cultivation

1)Keeping Pace with Industry Frontiers

AIGC technology continuously introduces new application scenarios and cases in new media marketing. Innovative practices using AIGC for copywriting, image generation, video production, etc., can be promptly integrated into course content, exposing students to the latest industry trends. For example, cases where brands use AIGC to rapidly generate personalized social media copy, improving content publishing efficiency and accuracy, can be included in teaching to help students understand cutting-edge industry operations[2].

2)Enriching Teaching Resources

AIGC technology can generate diverse teaching materials, such as virtual cases and simulation scenarios. For instance, AIGC can construct various types of new media marketing success and failure cases, complete with detailed information like market background, marketing processes, and final outcomes, providing students with richer learning references. Analyzing these virtual cases helps students practice problem-solving skills in a more multi-dimensional and enriched context compared to traditional single-case teaching.

3)Achieving Personalized Teaching

AIGC technology can generate personalized learning paths and content recommendations based on students' learning progress and knowledge mastery. For example, within a new media marketing course, the system can analyze student performance with different marketing tools (e.g., AIGC tools, social media marketing) and customize exclusive practice tasks and materials. Students struggling with AIGC copywriting can receive targeted explanations, creative skill training, and practice questions, catering to diverse learning needs and improving outcomes.

4)Implementing Practical Simulation Teaching

Using AIGC to create highly simulated new media marketing practice environments allows students to operate AIGC tools, formulate and execute marketing plans, and interact with virtual users. As AIGC technology evolves, students develop the ability to learn and adapt to new technologies. This prepares them to continuously follow AIGC developments in their future careers, enhancing their capabilities and achieving sustainable professional development. For instance, as AIGC applications in marketing deepen, graduates can quickly master new functions and scenarios at work, creating greater value for enterprises and strengthening their workplace competitiveness.

2. The Application Potential of AIGC in New Media Marketing

(1) Potential of AIGC in New Media Content Creation

AIGC can rapidly generate high-quality, diverse marketing content. For instance, it can instantly create compelling copy based on set themes and styles, whether for social media promotions or e-commerce product descriptions. AIGC also excels in image and video creation, producing realistic product pictures and creative promotional videos, significantly saving time and costs. This enables companies to deploy novel content swiftly, meeting the fast-paced demands of new media marketing, attracting user attention, and increasing brand exposure.

(2) Application Potential of AIGC in Precision Marketing

Utilizing AIGC for in-depth analysis of massive user data enables more precise marketing. It can accurately discern user interests, preferences, and purchasing behaviors, building detailed individual user portraits. Based on these portraits, companies can push highly personalized marketing messages to target users. For example, based on a user's interest in a product category, AIGC can generate targeted recommendations and promotions, improving conversion rates. Furthermore, AIGC can predict user purchase intentions, helping companies plan marketing strategies proactively, interact with users timely, achieve precise outreach, and enhance marketing effectiveness and ROI.

(3) Application Potential of AIGC in Customer Service

AIGC can respond to customer inquiries in real-time, providing fast and accurate answers. Intelligent customer service powered by AIGC can understand query intents and deliver detailed, clear responses, improving both efficiency and customer satisfaction. Simultaneously, AIGC can analyze customer feedback, promptly identifying needs and pain points, thereby providing a basis for product and service improvements. For instance, by analyzing customer reviews and suggestions, companies can use AIGC to generate targeted optimization plans, further enhancing customer experience, fostering loyalty, and promoting long-term brand development.

3. Innovation in Teaching Model of New Media Marketing Courses Empowered by AIGC

(1) Construction of a Blended Teaching Model

1)Integration of Online Learning Resources

Fully utilize AIGC technology to integrate diverse online learning resources. Introduce professional AIGC online course platforms, such as high-quality courses on Coursera and Udemy covering AIGC applications in marketing, enabling students to systematically learn AIGC fundamentals and operational skills. Additionally, collect and organize AIGC research reports and white papers from authoritative industry organizations into electronic documents for student

download and reading, keeping them informed about cutting-edge trends and developments in AIGC for new media marketing. Establish a dedicated online learning community for the course where students can share AIGC-related cases and tool usage experiences, fostering peer communication and learning[3].

2)Optimization of Offline Practical Teaching

Empowered by AIGC, optimize offline practical teaching sessions. Increase the proportion of practical courses and schedule specialized lab sessions, allowing students sufficient hands-on time with AIGC tools. Equip labs with professional software for graphic processing, video editing, AIGC copywriting, etc., enabling students to master AIGC skills for new media marketing content creation. Invite industry experts for offline lectures and practical demonstrations, sharing AIGC application experiences and success stories from real projects. Organize students to participate in simulated new media marketing projects with different scenarios and goals, requiring them to use AIGC technology to formulate and implement strategies. For example, simulate a new product promotion project where students use AIGC to generate promotional copy, design posters, and create short videos, followed by group presentations. Teachers provide feedback and guidance, correcting issues promptly and enhancing students' practical and problem-solving abilities. Furthermore, establish school-enterprise cooperation practice bases, offering students opportunities to participate in real new media marketing projects, apply learned AIGC knowledge and skills, accumulate practical experience, and lay a solid foundation for future employment.

(2) Application of Project-Based Teaching Method

1)Using AIGC Marketing Projects as Carriers

Design a series of teaching activities centered around AIGC marketing projects. For instance, the "Creative AIGC Marketing Plan Design" project requires students to use AIGC technology to design a comprehensive marketing plan for a specific brand or product. This includes generating unique brand stories, product selling point copy, creative ad video scripts, and more. During project implementation, students conduct market research, analyze target audience characteristics and needs, and subsequently develop personalized marketing strategies leveraging AIGC. Another example is the "AIGC-Driven Precision Marketing Practice" project, where students collect and analyze user data, use AIGC to build accurate user portraits, and formulate precision marketing promotion plans. By selecting appropriate new media platforms and using AIGC to generate targeted content (e.g., personalized push copy, customized ad images), they aim to reach target users accurately and improve marketing effectiveness. Throughout the project, students continuously adjust and optimize strategies based on market feedback and data analysis, flexibly applying AIGC technology for improvements to ensure project efficacy and innovation[4].

2)Cultivating Students' Practical and Innovative Abilities

Cultivate students' practical and innovative abilities through AIGC marketing projects. Practically, during project completion, students personally operate AIGC tools and engage in activities like content creation, data processing, and marketing campaign execution, thereby enhancing their hands-on skills in new media marketing. For example, in the "Creative AIGC Marketing Plan Design" project, students participate in the entire process from concept and copywriting to video production, becoming proficient in AIGC applications across different marketing stages. Regarding innovation, the openness and creativity of AIGC technology provide ample room for exploration. Students are encouraged to explore novel AIGC applications and identify innovation points within new media marketing. This could involve combining AIGC with VR/AR technologies to create immersive marketing experiences or using AIGC for market trend prediction and innovative strategy planning. Through these project practices, students' innovative thinking is stimulated, fostering their innovation capabilities in the new media marketing field, preparing them to contribute fresh ideas and methods to industry development in their future careers.

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