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Research on the cultivation path of marketing talents for vocational education undergraduates under the background of digital economy

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Abstract: The characteristic of higher vocational education is to pay attention to the cultivation of students' skills, practice and professionalism, and the construction of off-campus practical training base is the key to realize the above skills of students. Both off-campus training bases and on-campus training bases are important components of practical teaching in higher vocational colleges. There are great differences between them in basic functions, functions, operation and management modes. With the reform and rapid development of national vocational education, the advanced concepts of teaching, teaching materials and teaching methods are constantly updated. Under the basic background of ideological and political construction of the course, innovation and entrepreneurship drive, the reconstruction of teaching content, loose leaf teaching materials and project-based teaching method can be flexibly applied in the actual teaching of network marketing comprehensive practical training course. While improving the teaching effect on campus, higher vocational colleges should enhance their ability to serve the regional economy, integrate social services with curriculum construction, and improve teachers' social service ability by means of the integration platform of production and education.

Keywords: Network marketing; On-campus training base; Base construction; School-enterprise cooperation.

1. Development status of network marketing

1.1. Rich resources and large user scale of Network marketing

By 2021, the Internet penetration rate in rural areas was 57.6 percent, according to the Statistical Bulletin of the People's Republic of China on National Economic and Social Development in 2021. By June 2022, the number of netizens in China was 1.051 billion, with the Internet penetration rate reaching 74.4% and the number of netizens reaching 1.051 billion. Internet infrastructure in rural areas has been comprehensively strengthened. Every administrative village in China now has access to broadband, and the Internet penetration rate in rural areas has increased by 1.2 percentage points from December 2021 to 58.8 %.

1.2. Technological innovation drives the transformation of Internet marketing

The development of Internet marketing industry, especially the new models of search engines, online videos and online advertising, has driven the development of other industries, such as the sharing of optimized resources (teachers, courses, etc.) in education, the realization of efficient and convenient office of online government services, the shortening of the supply link of agricultural products, the diversification of online advertising communication channels, and the realization of a virtuous circle of ecological tourism market. The retail industry, which is specialized in chain operation and management and connects with social services, also benefits from this. Supermarkets and department stores actively carry out online and offline retail services, and their marketing and promotion are networked and digital. Online retail has become an important driving force for the growth of the consumer market. The online retail sales of physical goods reached 8.52 trillion-yuan, accounting for 20.7% of the total retail sales of consumer goods.

1.3. High demand of Internet marketers

Take Guangdong Province, which has the most developed market economy, as an example. Before the outbreak of COVID-19, the number of junior college students in this province actually took jobs in 2019 was 251,100, and the employment rate of graduates was about 95%. The main employment area was in the Guangdong-Hong Kong-Macao Greater Bay Area. Network marketing talent entry threshold is low, talent demand gap is large, network marketing talent demand is divided into the following three types: customer service, network sales, technology. Responsible for online marketing customer service work, such as investigating customers' online marketing needs, writing event planning, pre-sales and after-sales customer service work; Network sales responsible for the sales of network marketing programs, marketing technology and products and other business work; Technical responsible for marketing product development, marketing technical support, data mining and maintenance, engineer and other technical work.

Vocational college graduates should belong to the primary talents, and their employment conditions should be job seekers without full-time experience. Through the investigation of the network marketing related positions on the job recruitment website, the skills of the primary talents are summarized as follows: customer demand research and mining ability; Ability to write and execute network marketing plan; Business communication and negotiation skills; Ability to use network promotion tools; Familiar with the operation rules, environment and rules of network

marketing market; Customer relationship management ability; Sales and office skills; New media operation ability,

2. Current situation of social service demand

Social service is one of the important functions of colleges and universities. The talent training orientation of higher vocational colleges is to adhere to the service of local economic development. The forms of social service can be divided into the following four forms. The second is to disseminate technology and knowledge, providing lectures, training, seminars for enterprises; The third is expert service. College teachers provide professional consultation and planning on business, policy, personnel training and cultural construction for enterprises. The fourth is to build a social service platform with enterprises, jointly study vertical and horizontal research projects, and transform the research results into economic benefits.

In the investigation of some chain enterprises in Guangdong, it is found that large chain enterprises (similar to Wal-Mart, McDonald's, etc.) have their own relatively complete talent training system combining online and offline, and the research and practice of retail innovation are in the forefront. The demand of enterprises for social services focuses on the construction of social service platform, resource sharing, talent training and joint construction project consultation. Small and medium-sized chain enterprises (such as a convenience store, Qian Dama, etc.) lack systematic talent training and focus on imitation and practice in retail innovation, with few studies. Enterprises' demand for social services focuses on talent training system development and innovation business consultation. However, the current social service ability of higher vocational colleges is weak, and there are the following problems: higher vocational teachers are under great pressure in teaching and administrative work, and spend less time in social service work; Social service projects are short-term, weak in long-term planning and construction, and unstable cooperative relationship with enterprises; Campus facilities and equipment open to the society is very low, low utilization rate; The government's policy support for the transfer of technological achievements and the construction of social service platforms needs to be improved.

3. Current teaching reform of network marketing integrated practical training course

3.1. Research and application of curriculum teaching model

Under the guidance of "the 13th Five-Year Plan for the Development of National Education", "20 National Vocational Education" and other documents, it has made continuous innovations in the construction of teacher teams, curriculum construction and teaching method reform for the courses related to network marketing. Major innovations include: Curriculum blended teaching mode, starting from the teaching platform to establish blended teaching, based on PBL mode to integrate innovation and entrepreneurship with professional education, based on SPOC mixed into the school project teaching reform, restructure teaching content, optimize professional talent training and connection of employment and professional ability, build or use the network teaching platform, Organically and flexibly, flipped classroom, mixed online and offline teaching, and diversified assessment methods are adopted to achieve seamless connection between talent training and market demand.

3.2. Problems in curriculum teaching

The current problems in teaching are as follows: first, teachers' professional workload is large, enterprises have less time to exercise, the speed of network marketing reform is extremely fast, and teachers' teaching ability to keep up with The Times of new media operation practice needs to be improved; Second, the network marketing related textbooks practice content cannot keep up with the changes of The Times, the community, small program, short video content of the textbooks are temporarily less; Third, under the trend of teaching method reform, many hybrid teaching methods based on online and offline have emerged. The flexible application level of online and offline curriculum practical training projects needs to be improved to avoid informatization due to informatization; Fourth, the current assessment method adopts the process assessment and the final assessment, the assessment cannot really measure the ability of students; The fifth is the practical training program of the course. Due to the limited funds, projects and time of the students and the reliance on the course, the students' interest is not high.

Therefore, in the way of social service projects and actual enterprise projects as the carrier, the curriculum reconstructs the teaching content and assessment system, realizes the diversity and effectiveness of curriculum assessment, improves the degree of connection between higher vocational talent training and social needs, and realizes the social service function of higher vocational colleges.

3.3. Optimize the construction of double-qualified teachers

Based on the existing teachers, the "six one" teacher ability improvement project is implemented, the "echelon" teacher development mechanism is built, the teaching level of full-time teachers is improved and the professional practice ability of the integration of production and education is expanded, and the development channel of high-level teachers in line with the law of professional growth is expanded. At the same time, we will promote the construction of "double qualified" part-time teachers as a whole, build an ecological system for the growth of the teacher team that meets the requirements of undergraduate vocational education, build a diversified teacher team with appropriate scale, reasonable structure and excellent quality, and promote the smooth development of the "post advancement" type of work-study alternating talent training mode. Teaching staff construction objectives to achieve the list of management, with academic degree education, professional title promotion, dual teacher training as the main focus.

4. Practical training project selection of network marketing

With the rapid development of Internet, our country has entered the comprehensive Internet age at present, the electronic commerce is an important part of future world trade. With the maturity of the market, the e-commerce industry has gradually increased the requirements for the professional skills and practical level of the talents needed. To this end, e-commerce network marketing courses are bound to increase

practical training projects, in order to link with the actual social situation, always in line with the market demand, to ensure that secondary vocational e-commerce students can learn to use, become useful talents to the society. Therefore, the training project of network marketing can be mainly carried out from two aspects: actual combat and simulation. On the one hand, give full play to the professional resources of secondary vocational schools, through software and program simulation exercise; On the other hand, secondary vocational schools can also cooperate with some enterprises, so that senior secondary vocational students can enter the enterprise for network marketing internship activities, to achieve a win-win situation. There are several practical training programs to choose from as follows.

4.1. Workplace competency Training

Workplace competence mainly includes psychological adaptability and communication competence, and the development of practical training programs should also start from these two aspects. On the one hand, the secondary vocational student's psychological adaptability exercise. Secondary vocational students are usually minors, most of whom have never entered society before and have stayed on campus. And want to do a good job in network marketing, secondary vocational students must do dare to express their ideas in front of outsiders. Therefore, combined with the characteristics of secondary vocational students, we can set up some practical training courses of psychological adaptability. First, students majoring in e-commerce can organize the whole class to conduct propaganda activities in small groups in the public places of vocational colleges and sell to the students. Second, let secondary vocational students in the form of individual, take turns in a certain place to perform talent or other activities; Third, encourage secondary vocational students to enter the business circle and publicize a product or a concept to customers. These training programs are pushing vocational students out of their comfort zone, making them dare to speak to strangers. Through a series of practical training, let the secondary vocational students dare to express their ideas to outsiders. However, this process cannot be accomplished overnight. Teachers need to encourage students to express their opinions in teaching and practical training, so that students can gradually improve their ability to express themselves.

On the other hand, the secondary vocational students for communication skills training. Before practical training, secondary vocational students often only have experience in getting along with classmates, but have no experience in how to communicate with strangers and publicize products to strangers. Therefore, first of all, we should select some classic cases, so that secondary vocational students can master some general ways of talking, and carry out practice in the training program. For example, how to communicate with strangers so that strangers can buy a product, how to serve some customers with odd requirements, etc. Through this training, secondary vocational students can exercise their ability to analyze and solve problems, as well as the ability to communicate with strangers.

4.2. Carry out marketing promotion training

Marketing promotion is an important training content of network marketing course, which mainly includes four parts.

First, Market development and research training. The premise of marketing plan is to understand and understand the market. Therefore, when conducting marketing promotion training for secondary vocational students, we should first arrange the project of market development and research. The secondary vocational students were asked to set up questionnaires to carry out research based on a certain subject. For example, the secondary vocational students were asked to analyze the differences in the consumption behaviors of different consumer groups, and the secondary vocational students and teachers were guided to divide the groups by taking the secondary vocational colleges as an example to conduct questionnaire survey and interview survey. In addition, secondary vocational students can be guided to conduct research with male and female students as research objects. Through the analysis of the research results of different research objects, a relatively complete questionnaire can be obtained, and the market demand and opportunities can be analyzed based on the questionnaire results.

Second, Marketing planning training. After conducting market research, you can begin to design a marketing plan. This step can be introduced by the teacher first common network marketing strategy and marketing basic theory. Subsequently, secondary vocational students are encouraged to search for information on their own, and finally design and write marketing plans in the form of a group. Marketing proposals are evaluated in groups, focusing on creativity and perfection.

Third, Propaganda advertising training. Network marketing is inseparable from advertising. First of all, teachers should introduce some classic advertisements and analyze their unique features so that students can understand the characteristics of advertisements. Then, students will work in groups to design advertising forms that can be promoted within the secondary vocational schools and evaluate them. In order to improve the enthusiasm of secondary vocational students, the top several candidates can be supported by the secondary vocational colleges.

Fourth, Sales and negotiation training. This training is mainly carried out through scenario simulation, such as setting a negotiation scene, Party A's character, the way of sales promotion, etc., and students negotiate according to these scenarios. Through the simulation training of different scenarios, the secondary vocational students can master how to flexibly change their thinking of negotiation and correctly deal with various possible negotiation problems.

4.3. Set up an online shop

The Internet marketing teacher divides the students into several groups. Each group sets up an Internet company according to the market research and marketing plan. The school will provide a sum of start-up funds for each team, and the students will actually run and sell the products within the school within a period of two months, so that the students can devote themselves to the practical practice of marketing promotion, physical goods purchase, sale, cost calculation and other aspects, and finally select the best team.

On this basis, the business scope of the group can be expanded, and the teachers can guide the students to open shops on e-commerce platforms such as Taobao and standardize the operation. Let the students complete the shop registration, certification and a series of work, so that the students truly understand the specific operation of e-commerce. In this process, students mainly operate in the form of groups, which can not only exercise students' practical ability of combining theory with practice, but also

cultivate the spirit of cooperation and cooperation between students, which is difficult to achieve the teaching effect of theory class.

4.4. Summary of practical training

After the practical training, students should be organized to think about the practical training project and write a complete summary report of the practical training. Through the report, students were asked to review the whole practical training project again and think about their gains and shortcomings. In the training summary, the marketing plan and online store completed by oneself can be shown as finished products in the summary, which provides important support for students' future job hunting.

The construction and development of comprehensive practical training courses of Internet marketing have been closely following the changes of The Times. The training of talents echoes the needs of retail enterprises for online marketing talents under the new retail mode. The teaching content is designed as a social service project, the implementation object is school-enterprise cooperative enterprises, the implementation subject is teachers and students, and the students are divided into n project teams. Through the actual performance of social service projects, students' skills are evaluated, and at the same time, ideological and political elements of the curriculum are integrated into the evaluation. On the one hand, the social service-oriented project-style teaching reform can better reflect the social service function of colleges and universities, on the other hand, deepen the depth of school-enterprise cooperation, broaden the mode of school-enterprise cooperation and enrich the content of school-enterprise cooperation. In the future, this major will continue to improve the teachers and design different social service projects according to different courses. Extend social services under the school-enterprise cooperation model to other enterprises. talents.

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