

# *Practical Application of Information Technology in Marketing*

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**Keywords:** Information technology, Marketing, Practical application

**Abstract:** In recent years, with the continuous improvement of the level of information technology in our country, it has been widely used, which has an important impact on people's life, work and study. The scope of application is extremely wide, and it plays an important role in various fields. Especially in education and teaching, information technology has gradually become an important means of teaching. At present, in most vocational colleges, information-based teaching technology is introduced, and teaching methods are innovated, also teaching ideas are optimized, then marketing teaching is emphasized. What's more, students' interest in learning is stimulated, and overall teaching quality is improved, so that students can have strong marketing abilities. We should pay attention to the comprehensive application of marketing teaching and information technology, and lay a good foundation for the development of marketing teaching.

## **1. Introduction**

In vocational colleges, marketing has become an important content of teaching. Traditional ideas and methods of teaching have been unable to meet the learning needs of modern students. For the introduction and application of information technology, we should pay attention to the comprehensive teaching of basic theoretical knowledge and practice, and analyze problems from the perspective of students, reasonable design of teaching content and the teaching scheme, so that students can master the basic knowledge skillfully, also exercise comprehensive abilities in the process of practical research, and strengthen the learning of students' marketing knowledge. In the process of practical teaching, we ought to find problems in time, then analyze and solve them pertinently, so as to provide good teaching conditions for students and promote their learning and development.

## **2. The Importance of Teaching Application Informatization**

### **2.1 It Can Stimulate Students' Interest**

Information teaching usually refers to the use of multimedia teaching, compared with the texts on the book narrative more interesting and vivid. Multimedia integrates music, texts, pictures, videos and animation into a whole, which can materialize the abstracting theory, also can reduce the

difficulty of students in learning information technology, and effectively stimulate students' interest in learning. In addition, teachers show high-quality marketing cases through multimedia, in which students can recognize and understand theoretical knowledge, and teachers are able to point out the direction for their use of theoretical knowledge.

## **2.2 It is Helpful to Enhance Students' Independent Inquiry Abilities**

The application of information technology in teaching includes all links in the teaching process. The application of it before, during and after class is an important node in the application of information technology. With the continuous development of the technology, society has entered the era of big data. In the rich and colorful data network, professional knowledge of marketing is numerous, and students can use the network to learn related knowledge. The combination of online learning and offline information teaching can not only cement the basis of students of vocational schools, but also cultivate their autonomous learning abilities and independent abilities.

## **2.3 It is Helpful to Provide Targeted Teaching**

From the teaching practice, we can find that different students have different mastery of knowledge. Students with strong abilities of learning can quickly absorb the knowledge they have learned, and can't wait to learn new things while students with few learning ability need a long time to understand the knowledge. The emergence of information-based teaching can effectively solve this problem and achieve the purpose of hierarchical teaching. Students with strong abilities of learning can learn other content through network information, while other students can master knowledge by repeatedly watching what their teachers said.

# **3. Practical Application of Information Technology in Marketing**

## **3.1 Paying Attention to Students' Comprehensive Teaching**

In the education and teaching of vocational colleges, both the combination of marketing and information technology and the use of multimedia tools can make a reasonable choice of teaching content, also optimize the teaching scheme, and strengthen the cultivation of students' thinking abilities and comprehensive abilities. We need to pay attention to the comprehensive application of basic knowledge and practical teaching, so that students can learn and master the relevant knowledge and flexible application in practice teaching. What's more, we are supposed to cultivate students' practical abilities and create a good learning atmosphere for students. For the basic knowledge of marketing, teachers can intuitively show the teaching contents in the form of tables and pictures, which could provide students with a convenient and fast learning method, so as to meet the learning needs of students.

## **3.2 Obtaining Relevant Knowledge through Network**

The application of information technology enables students to operate skillfully. According to their own learning needs, students can use the network to obtain relevant knowledge, enrich teaching content and expand their knowledge. Especially in the development of modern society, teachers can make full use of information technology. Under the influence of the Internet, they can learn more new knowledge, new ideas and new teaching modes, so as to improve their specialized knowledge and comprehensive abilities. For students and teachers to provide the greatest help, the teachers should timely understand the current news, marketing skills to students, so as to exercise

the practical abilities of students.

### **3.3 Innovation of Teaching Methods**

In order to enable students to master marketing knowledge and skills skillfully, it is necessary for students to be able to practice in person and enhance their feelings through their own practices. Teachers combine teaching contents, and use simulation data, also design practice activities of teaching, so that students can have targeted analysis, and teaching content could be enriched, also students' knowledge could be expanded. By doing this, we not only enable students to master basic knowledge, but also improve students' practical operation abilities, as a result that the teachers can really do a good job in teaching objectives and requirements, also we could provide excellent marketing for the development of modern society.

## **4. Promoting the Practical Application of Information Technology and Marketing**

### **4.1 Optimizing Teachers' Teaching Mode**

Teachers usually explain according to the knowledge in marketing textbooks, while students can not actively understand the knowledge by lacking of thinking process in learning, that's why they can not deeply explore the nature of things too. It can't give full play to students' subjective initiative, and they would lack enthusiasm in the process of learning marketing also. Therefore, it is very important to optimize the teaching mode. In the era of information technology development, the main position of students has been improved. They can learn and think independently in class, and improve their focus on marketing learning. They also can preview before learning marketing, which can improve the efficiency of class, help them find new problems in learning and strengthen their thinking abilities. Students can also learn and think independently, while teachers should communicate with each other to solve the problems found in learning in a timely and effective manner.

### **4.2 Strengthening Teaching Quality**

Multimedia teaching is the most commonly used teaching method in modern teaching, and also the most commonly used teaching method of modern information technology in marketing teaching, which improves the teaching level and quality. Through videos, pictures and other materials, students can learn more effectively. They strengthen students' learning abilities and make learning contents more direct. In marketing, the teachers should establish a reasonable mode of teaching situations, make students study in groups, analyze and discuss marketing strategies, get the results of learning and discussions, and learn from each other. As a result of that, students can learn marketing better, and teachers can attract students to learn marketing better, also play their subjective initiative in marketing, and strengthen the teaching quality of marketing.

### **4.3 Optimizing Teaching Technology**

Marketing needs to improve self-understanding in practice. It can not completely rely on teachers' knowledge. Information technology is only a means to assist teaching. Teachers should use appropriate ways to guide students to think deeply about the learning content instead of using information technology excessively. Teachers should not only rely on multimedia courseware teaching, but also pay attention to training students' practical abilities of marketing, and organize students to carry out extracurricular practical activities. In the process of teaching, teachers should

pay attention to the teaching of knowledge, leave some time for students to think, and use different teaching methods to teach according to different contents of knowledge of marketing teaching, so as to promote the cultivation of students' abilities. Students should learn through certain channels of network, strengthen their studies and understanding of marketing, and improve their autonomous learning and analysis abilities.

## 5. Conclusion

Information technology is more and more widely used in the field of education, and it also plays an important role in marketing. Under the reform of education mode, it is very important to use correct teaching methods. The application of information technology in marketing can stimulate students' interest in marketing and improve their practical abilities. Teachers should improve according to the existing situation in teaching, reasonably apply the combination of teaching means and information technology, and give full play to the best effects.

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