

# *Thinking about the Training Mode of Marketing Professional Talents*

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**Abstract:** The training mode of marketing professionals is related to the competitiveness of students in the job market. According to the current demand standard of marketing talents from enterprises, the marketing major of Sichuan University of Science & Engineering puts forward the talent training concept of "student-centered, market-oriented and practical as the main line", and takes "practical-oriented, application-oriented and innovative middle and senior marketing elites" as the training goal, and the corresponding reform ideas are proposed from the design of curriculum system and teaching design to support the talent training goal.

## 1. Introduction

For a long time, the training of marketing professionals has always been based on the campus, and teachers, teaching materials and classrooms are the two basic points for the teaching activities of the profession, the textbook is the basis of the teacher's knowledge, and the classroom is the center of activity for teachers and students, from which the students' mastery of professional knowledge and understanding of marketing mainly comes [1]. As a result of this teaching mode, the theory and practice are disconnected, and the students are disconnected from society, which leads to the lack of initiative of students in learning, the lack of creativity of teachers in lecturing, and the lack of pragmatism in teaching effect, which makes it difficult for students to adapt their knowledge and ability to the requirements of marketing, and they are not competitive after graduation, and there is a big gap with the high-quality marketing talents required by society.

To change this status quo, we must change the existing talent training model, understand the needs of enterprises for marketing talents, develop scientific and reasonable training objectives, innovate the teaching design of professional courses, and implement the combination of school and enterprise, so as to adapt to the social and economic development and the demand for talents.

## 2. Innovation of Talent Training Idea

The training objectives of marketing majors in colleges and universities must be adapted to them, which is the inevitable demand of marketing specialization, and moreover, the driving force of reform and innovation of marketing majors in colleges and universities [2]. The information collected through research shows that modern enterprises have new standards for marketing talents, one is to

have certain professional knowledge and be able to adapt to the requirements of marketing professional management; the second is a proactive spirit to serve customers inside and outside the enterprise and achieve total customer satisfaction; the third is to have certain comprehensive management qualities and be able to face the fiercely competitive environment and creatively find and solve problems. The standard not only to meet the needs of society for marketing talent, but also to further deepen the curriculum reform, to improve the quality of teaching pointed out a clear direction.

## **2.1. Training Objectives**

This major cultivates middle-level marketing management talents who master the basic knowledge of modern enterprise marketing management and skilled professional operation skills, have proactive service spirit and certain management ability, and are professionally aware and innovative [3].

## **2.2. Training Specifications**

### **2.2.1. Practical Ability of the Profession**

Proficiency in the basic theories of marketing management, relevant policies and business knowledge, and can focus on solving the problems of external environment and internal conditions of enterprises [4].

### **2.2.2. Ability to Apply Foreign Languages**

Have the ability to listen and speak in foreign languages that can adapt to the needs of the marketing position and communicate independently.

### **2.2.3. Comprehensive Professional Competencies**

It includes professional behavior ability, method ability, communication and cooperation ability and psychological endurance ability.

## **3. Innovation of Course System Design Model**

The goal of training marketing professionals is the key to the innovation of the design of the curriculum system of the profession. The curriculum system should highlight two foundations: first, the basic knowledge of marketing management and the corresponding concepts, such as objects, mechanisms, functions, methods, and the latest management concepts; second, the foundation of humanistic quality of marketing talents [5], such as the opening of leisure science, Ba-Shu culture, physical training, food appreciation, etc. In the design of the curriculum system, the core is to stimulate students' creativity and cultivate their practical ability, and to strengthen the training of comprehensive management skills as the main line to carefully design an innovative curriculum system. Focus on the cultivation of students' innovative spirit and practical ability. The practical training, internship, military training and social investigation, extra-curricular certification and competition, graduation design and other practical teaching links are arranged in an integrated manner, designed and implemented to cultivate marketing management quality, basic practical skills, comprehensive design ability as the goal, reflecting the characteristics of "vertical multi-level, horizontal multi-module, combination of compulsory and optional, combination of in-class and extra-curricular", and a progressive practical teaching system, so as to combine the reform of the curriculum system with the professional practice ability.

## 4. Innovation in Teaching Design

Marketing majors are characterized by strong practicality and rapid updating of professional knowledge. The core of teaching design innovation should be to stimulate students' creativity and cultivate their practical ability [6]. Therefore, it is necessary to integrate the four modules of teaching materials, lectures, practical training and assessment, change the previous cramming method of teaching, and upgrade the practical training, internship courses and practice sessions from the "auxiliary" status in the past to the status of equal importance with theoretical teaching.

### 4.1. Adhere to the Lecture and Practical Training Model

Emphasis on case teaching. In the teaching process of each professional course, as far as possible, the content of the textbook involving theory and marketing management practice related to the design of targeted, growing, practical case study questions, analysis and discussion under the guidance of teachers. In order to ensure the case teaching has the authenticity and the characteristics of the times.

Implement scenario-based instruction. Scenario-based instruction should be organized and motivate students' participation, and can be arranged in the classroom or outside the classroom. It is important to link the content, the teacher and the students organically to form a positive interaction [7].

### 4.2. Strengthen Practical Teaching and Implement Joint School-enterprise Model

Practice is the inevitable way to transform knowledge into ability, and the sublimation of human knowledge and the improvement of hands-on ability are inseparable from practical activities [8]. The improvement of professional practice ability is the urgent demand of the society, and it is also the characteristic and competitiveness of marketing majors. Based on this understanding, the cultivation of students' practical ability occupies an extremely important position in the reform of the overall training program. By implementing joint teaching activities between schools and enterprises, building teaching practice bases, strengthening the cultivation of students' comprehensive management skills, and completing the seamless connection between theory and practice, school and industry.

Build a good off-campus practice base and actively carry out school-enterprise cooperation. Cultivating high-quality applied talents is difficult to be achieved only by the college's own resources and environment, and must be supported by enterprises, which provide students with real professional environment, advanced equipment and technology, and experts with practical experience as guidance [9]. First, senior marketing managers from enterprises, relevant experts and scholars from outside the university are often hired to participate in professional teaching activities, offer special lectures, and talk and communicate with students. Second, to establish off-campus internship bases and implement joint school-enterprise training. At present, the school-enterprise cooperation enterprise for marketing majors is Huike Group, whose practical training teachers are all business experts and industry experts. They act as a link, bridge and trainer of practical skills between enterprises and schools, and will provide students with cutting-edge industry advice and professional knowledge [10].

## 5. Conclusion

To study the following research conclusions, firstly, the training objectives of marketing majors in Sichuan University of Science & Engineering do have a disconnect with the needs of enterprises; secondly, the talent training mode of marketing majors in Sichuan University of Science & Engineering should be considered to optimize and improve from several aspects such as training mode design and training mode innovation; finally, the talent training mode of marketing majors in

Sichuan University of Science & Engineering includes changes in three aspects such as professional practical ability, professional literacy and comprehensive professional ability.

It is planned that starting from 2023; marketing majors will have a one-month intensive practical training course teaching at Huike Group in the second semester of their freshman year and the first semester of their sophomore year respectively. Through the mode of field teaching in enterprises, students will master the basic service process and operation skills of marketing department under the guidance of practical training teachers.

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Research on the training mode of applied undergraduate talents of marketing majors in the context of school-enterprise cooperation - taking Huike Group as an example

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