

Competition Embedded Teaching Mode Based on School-enterprise Alliance-- Digital Brand Planning Competition Organized by Guangdong University of Finance & Economics

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Keywords: Competition embedded teaching mode, School-enterprise Alliance, Marketing

Abstract: In order to improve students' innovative ability and practical ability, marketing department in Guangdong University of Finance & Economics has built a competition embedded teaching mode. Competition not only improve students' learning interest to enhance theoretical teaching effect, but also improve students' practical ability of innovation and entrepreneurship. It greatly enhances students' satisfaction to the courses that are embedded by subject competition. And the competition embedded teaching mode has received positive response from enterprises. Moreover, universities reduce the cost of talents training through such school-enterprise alliance. Therefore, it is of great practical significance to embed the subject competition into the marketing curriculum system to realize the combination of theoretical leaning and practice.

1. Introduction

At present, the majors of economics and management in universities have begun to pay attention to the subject competition, but the subject competition is outside the teaching system. How to integrate the subject competition into the teaching system is still in the exploratory stage. On the one hand, many colleges and universities take subject competition as an unconventional and supplementary means to operate in the form of second class, which has some problems, such as lack of comprehensiveness, lack of innovation and separated from practice. Students often take part in subject competitions in order to get financial support from schools, prizes and certificates of competitions, extra-curricular credits and even scholarships, which leads students to compete for competitions, while ignoring the essence of knowledge expansion and professional ability training in subject competition. On the other hand, due to the lack of training conditions and funds, many training courses of economics and management majors have become "teaching games" in the simulated environment, resulting in poor teaching results. Students can't investigate the reality of enterprises and the current situation of market competition, so the course of enterprise simulation can't increase students' practical experience, which leads to their bad feedback on such mode of practical training.

In order to improve students' innovative ability and practical ability, marketing department in Guangdong University of Finance & Economics has built a competition embedded teaching mode. competition embedded teaching mode requires industry-education integration and school-enterprise alliance to the construct the cooperative education model of "Specialty + Enterprise + Curriculum". According to the practice-oriented characteristics of economics and management majors, we take the subject competition as the breakthrough point on the basis of school-enterprise alliance, embedding the subject competition into the marketing curriculum system to realize the combination of theoretical leaning and practice.

2. Competition embedded teaching mode

The marketing major of Guangdong University of Finance & Economics organizes Brand Planning Competition every year. Up to now, this competition has been held for 22 years. In 2022, Guang Di Jewellery sponsored the 22ed Brand Planning Competition, which take different kinds of jewellery as the marketing objects. Students signed up for the competition in groups and drew lots to choose jewellery types. The competition procedure is showed in Table 1.

Table 1: The Competition procedure

Competition procedure	Details	Responsible party
Registration for competition	All marketing students need to participate, and students from other majors sign up voluntarily. 3-5 students form a team to set up a company, and choose jewellery types as target products.	School of Business Administration
Competition Briefing and sponsored Brand Briefing (Guang Di Jewelry)	Competition Briefing explains the process of the college competition, the topic selection, and the assessment criteria, and appoints college tutors for each student company. Brand Briefing introduces the brand of the enterprise and all kinds of jewellery, and appoints an enterprise tutor for each student company.	School of Business Administration; Guang Di Jewelry
Training of marketing planning	The teacher of "Marketing Management" course trains students to design marketing plans.	Marketing department
Training of new media marketing	The teacher of "Internet Marketing" course trains students about how to do marketing in different new media channels, and the marketing ideas of student companies should be written into their marketing plan.	Marketing department
Primary competition: secret oral defence	A team of teachers from School of Business Administration forms a defence panel to review and grade the students' marketing plans. The top ten finalists.	School of Business Administration
One month's practice of new media marketing	With the help of Guang Di Jewelry, each student company conducts a one-month new media marketing. Experts score according to the publicity effect of each marketing platform, including the number of advertisements, likes, reposts, attention and so on.	School of Business Administration; Guang Di Jewelry
Sales	Student companies cooperate with Guang Di Jewelry to launch online and offline sales for one month, with the sales volume as the assessment standard.	Guang Di Jewelry
The finals	Each student company displays its own marketing and sales results, which are scored by experts from Guang Di Jewelry and School of Business Administration.	School of Business Administration; Guang Di Jewelry

With regard to curriculum embedding, Enterprises sponsored subject competition is integrated with many courses of marketing, as shown in Table 2. These courses will take the students'

involvement of competition as one of the assessments and count it into the final score.

Table 2: Curriculum embedding

Competition link	Curriculum embedding	Assessment
Simulate to establish a company	Entrepreneurship	All these courses take the case analysis report as the final assessment method. Teachers encourage students to participate in the competition, and they can get special guidance from the teachers during the competition. Students need to write the final report according to the competition experience.
Market research	Market research	
Marketing planning	Marketing management	
New media marketing	Internet marketing	
Campus public relations activities	Public relations	
Sales and financial accounting	Sales management	

3. Advantage to the enterprise

3.1. Learn more about students and improve recruitment satisfaction

Talent transportation is the greatest value that enterprises gain from subject competitions. The platform of marketing competition provides enterprises with opportunities for direct contact with talents and direct selection of talents. Many employers have taken the experience of participating in subject competitions as an important indicator to measure talents, and some large enterprises even directly select and employ talents through competitions. Marketing majors often take subject competition as a platform for school-enterprise alliance. Graduates can exercise their practical ability and analytical ability in advance before entering the job, which greatly reduces the training and running-in time of employees.

3.2. Expand the enterprise promotion to attract talents

Enterprises title subject competition. It is helpful to enhance the popularity of enterprises, promote their products and services, and bring great publicity effect to them. Enterprises joint with universities to undertake the competition and participate in related publicity and promotion activities. It not only increase the visibility of their brands among potential consumers, but also expand the influence and popularity of enterprises in universities, which is conducive to increasing students' understanding of enterprises and improving the recruitment effect of fresh graduates.

3.3. Free access to all kinds of marketing ideas and planning, and solve enterprise marketing problems at low cost

In sponsoring subject competitions, enterprises can often take out the marketing problems faced by enterprises and let students solve them. Under the guidance of tutors inside and outside the school, the participating students investigate and study the problem, give suggestions and put forward solutions, and put the scheme into practice, which can be verified from publicity effect and sales volume. These students don't have the habitual thinking of enterprise operation, are full of creativity, and know young people better. The proposed schemes often break the old solution of enterprises and give people a refreshing feeling. So, the enterprises can free access to creative marketing ideas and planning, and solve marketing problems at low cost by sponsoring subject competitions.

4. Conclusions

Competition embedded teaching mode based on School-enterprise alliance have several

advantages to Marketing talents training. Competition not only improve students' learning interest to enhance theoretical teaching effect, but also improve students' practical ability of innovation and entrepreneurship. It greatly enhances students' satisfaction to the courses that are embedded by subject competition. And the competition embedded teaching mode has received positive response from enterprises. Moreover, universities reduce the cost of talents training through such school-enterprise alliance. Therefore, it is of great practical significance to embed the subject competition into the marketing curriculum system to realize the combination of theoretical leaning and practice.

Acknowledgements

This study is supported by 2019 National first-class undergraduate major Construction Project (Marketing).

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