Research on the Reform and Innovation of Teaching Mode of Marketing Major in Chinese Universities under the Background of Big Data

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Abstract. In the era of big data information, big data has been integrated into various fields and has had a profound impact on many aspects. Based on the background of big data era, this paper analyzes the current situation of talent training of marketing major in Colleges and universities in China, sorts out the relevant literature, points out the significance of reform and innovation of marketing teaching mode, puts forward specific measures, and makes a summary, hoping to help cultivate big data marketing talents to adapt to social development.

1. Introduction

With the rapid development of the Internet and big data technology, the demand for marketing talents in the whole society is also gradually increasing, and the requirements for the ability of marketing talents are also higher and higher. The concept of "Internet plus", the popularity of O2O mode, the rise of e-commerce to national strategy, etc., have made new changes in the marketing mode of enterprises, and all trades and professions have higher requirements for marketing personnel. However, the existing marketing teaching and personnel training mode in Colleges and universities has been unable to keep up with the pace of the times, especially the marketing course, which is the integration of basic and professional, and it cannot meet the requirements of social development. Therefore, it is particularly necessary to reform the teaching mode of marketing major under the background of big data.

Under the promotion of big data background and "double first-class" construction, the teaching of marketing and big data integration can enable students to master big data analysis tools in marketing, and make marketing decisions more feasible and reasonable. The use of big data knowledge makes the scientific and technological tools better combined with practical teaching, and integrates the knowledge of various disciplines. The teaching idea of cultivating students' scientific research and innovation ability is the main body, and a network-based and integrated teaching mode is constructed. In the process of practical teaching research, students become the biggest beneficiaries, and students' abilities in all aspects can be fully trained in the new classroom teaching. In the process of teaching, teachers and students form a good interaction, forming a series of case teaching, simulation class and other rich teaching mode. In the teaching of marketing professional courses, students can be trained in the real simulation environment of Internet plus in the era of big data. This can greatly stimulate students' interest in business and improve their professional skills in marketing. Taking advantage of the opportunity of "double first-class" construction, we should strengthen the research on teaching reform of marketing major, and strive to promote the cultivation of big data marketing professionals in our university through the teaching reform and innovation of
marketing specialty, so as to better adapt to the trend of the digital era, and cultivate digital marketing professionals who really adapt to the development of the times.

2. Literature Review

With the rapid development of global economy, the research of marketing discipline is gradually deepening. Stanton (2006) pointed out that it was necessary to set up courses such as relationship marketing, data mining and information technology in the teaching process of marketing. Through learning, we can master the marketing methods and help students increase the value in the market competition; Bateman (2008). Some new ideas are pushed and implemented in the process of curriculum reform, and some obstacles are eliminated in the process of reform. It is clear that curriculum reform is also a cycle process of design, implementation, evaluation, improvement and re implementation that needs to be repeated. Others explored the use of social media platform in marketing teaching, and pointed out the use of LinkedIn As a marketing teaching tool, it has great potential to teach complex marketing skills; Manyika (2011) and others reassessed the existing marketing courses, and found that the university courses lack the content of marketing practice that SMEs were concerned about, and students in traditional marketing courses are not interested in SMEs, but prefer to work in large enterprises. Fan Qing (2015) and others pointed out that the current marketing teaching in most colleges and universities was still relatively traditional, and did not make good use of new teaching forms such as MOOCs. The teaching effect is not good and it is not attractive to students. Therefore, questionnaire survey should be conducted on students to establish a large number of MOOC resources to meet the personalized needs of students. Duan Xin (2015) and others pointed out that the content of marketing course is oriented to reality Practical, many theories in the course come from practice. The course content arrangement and training must be combined with actual cases as much as possible, so that students can not only master theoretical knowledge but also carry out practical application, emphasizing the importance of case teaching; Zhou Xiaorui (2016) and others introduced micro lecture into the process of marketing teaching, effectively explored the advantages and advantages of micro class, and constantly improved the teaching attraction and teaching effect. The essence of professional knowledge is vividly highlighted, so as to promote the improvement of teaching quality and promote the smooth realization of professional quality teaching reform. Zhou Yaolin, Huang Chuanchuan (2017), Yu Liqiong and Ceng Hailiang (2019) and other scholars put forward that in the era of big data, marketing professionals need to use big data tools to carry out teaching reform, so as to improve the ability of job placement of big data marketing talents. Training is the core to improve the professional quality and comprehensive practical ability of marketing students. These theoretical studies further promote the development of marketing specialty and discipline construction.

Therefore, modern marketing has always been in the dynamic change and development atmosphere of continuous innovation of operation mode, continuous improvement of management mode and continuous improvement of talent ability and quality requirements. Especially with the advent of the era of big data, data analysis is becoming more and more important in the marketing process. The existing marketing course teaching and talent training mode rarely integrate big data marketing analysis into it. Therefore, marketing teaching needs to meet the requirements of the development of the situation, the original teaching methods and personnel training system need to be reformed and innovated, so as to promote the integration of big data into the construction of marketing specialty, so as to cultivate modern marketing professionals facing the demand of dynamic ability.
3. The Significance of Teaching Mode Reform and Innovation of Marketing Major under the Background of Big Data

3.1. It is Helpful to Promote the Application and Development of Marketing Practice

Big data is popular in various fields, and its incomparable data processing method creates unlimited business opportunities for enterprises. Big data provides decision support for government management, spawning a large number of new technologies and new applications such as smart medicine, smart city and intelligent transportation, and also provides technical support for the upgrading and transformation of Internet products. Alibaba of bat, the three major Internet giants in China, has actively built a data circulation platform; Baidu's big data search engine has carried out foreign cooperation in traditional fields such as government, medical care, finance, retail, education, etc.; Tencent uses user relationship data and social data to get through the back-end data of various social software products. Today's environment is a dual face of big data and micro era. On the one hand, the amount of data is growing dramatically; on the other hand, it is the refinement and personalization of products, services and customer insight. Enterprises are marketing to specific consumers and carry out personalized marketing. Big data realizes resource exchange and sharing, which brings better precision marketing effect for enterprises. Big data is also outstanding in improving the efficiency of customer relationship management. It integrates internal data with external data and optimizes customer relationship management. For example, Tencent group, on the basis of big data, has created two new user research methods, namely "micro trend" and "lost user model", and has established a special user research and experience design department by using big data technology to study user dynamics. Michael Porter believes that intelligent and IOT products in the data age bring subversive changes to traditional enterprises. In this intelligent change, winning data will win the industry. According to the report, the annual growth rate of global data is about 40%, and the generation, acquisition, mining and integration of massive data are slowly showing its huge commercial value. With the successful application of big data in different scenarios, it not only brings about upgrading and transformation for traditional enterprises, but also reconstructs the business thinking and business model of many industries. The practice of big data marketing has innovated many business models and thinking. The cross industry composite mode with big data as the "data line" connecting different industry resources has opened up the cross-border thinking in the era of cloud computing; the platform trading mode based on big data has subverted the fixed thinking of traditional industries; The disruptive innovation mode promoted by big data can meet the consumption demand of long tail customers and open the door of niche market.

3.2. It is Conducive to Training Innovative Talents of Big Data Marketing Needed in the New Era

Marketing major needs to strengthen professional personnel training, innovate talent training mode, and establish and improve multi-level and multi-type big data talent training system. The importance of "innovative" talents is increasingly prominent under the impetus of big data wave. As a discipline with more contact with big data applications, marketing plays an important role in exploring the potential of big data and realizing the wide application of big data. According to McKinsey's summary of big data research results, big data can dig out huge business value in four aspects: customer segmentation, exploring new demand and improving return on investment, strengthening the sharing of various departments and improving the management chain. With the help of big data, large-scale personalized marketing will be the core competitiveness. Products and
services are the core competitiveness of an enterprise. With the rapid development of the Internet economy and big data, consumer demand is upgrading and pursuing personalized customized products and differentiated services. Big data makes it possible to realize large-scale personalized marketing and provides strong technical support for enterprise marketing innovation. Big data changes marketing, marketing needs big data, the combination of the two can create new value. Big data marketing brings enterprises not only the demand of it level technology, but also the enterprise business level's thirst for big data marketing talents. The arrival of big data era puts forward new requirements for big data marketing innovation and entrepreneurship talents, which also brings new opportunities and challenges, and lays the foundation for the cultivation and reform of big data marketing innovation and entrepreneurship talents.

4. Specific Measures of Teaching Reform and Personnel Training of Marketing Major in Colleges and Universities in China

4.1. It is Necessary to Clarify the Training Objectives of Marketing Major

Under the background of big data, new changes have taken place in marketing major, and the talent training mode is also changing accordingly. Marketing major should not only cultivate students' traditional marketing ability, but also learn the knowledge of computer and big data, such as the ability of data collection, data mining, data storage and preparation, as well as the ability of data analysis and processing. According to the undergraduate marketing professional training program for students, these abilities of computer and big data can be divided into several stages. First of all, students are required to understand the marketing of big data to a certain extent, and be able to analyze and interpret the task of big data professionals, as well as understand the work content of big data professionals. Secondly, students should learn and be able to apply the practical operation ability of data acquisition and storage, which not only requires students to know how to obtain data, but also use database operation skills to store data from the acquired data. Finally, it is the highest level of marketing ability requirements for big data, and its core is skilled operation. We should consider where the advantages of marketing professional ability were, and we analyze it according to the actual needs of enterprises. This is what the marketing talents with big data need to do in the future.

4.2. Training Big Data Marketing Talents with Integration of Production and Education

Colleges and universities should transform the training goal into training professional big data marketing talents, and adjust the current talent training mechanism. Combined with the current enterprise demand, the training direction is subdivided according to the type of big data marketing talents required by the current market, and through the form of school level output and enterprise level integration, the theoretical and practical skills of students are jointly cultivated, and the university enterprise big data marketing talent supply database is built. After the training objectives are established, the curriculum system and teaching content are refined and reasonably distributed. In the curriculum arrangement of different grades, attention should be paid to avoid the repetition of knowledge, so that students can learn new knowledge and new skills in limited classroom time.

4.3. Innovating the Teaching Method of Marketing Course

Big data has high practical requirements for marketing innovation and entrepreneurship talents. The increase of practice part can enable students to timely reflect on and rectify the problems in actual operation, so as to realize the teaching process of doing in learning and learning by doing. Teachers...
act as guides and organizers of activities, let students carry out practical investigation and investigation around specific topics or projects, and integrate the theoretical knowledge learned into practice, which is conducive to the cultivation and improvement of students' thinking mode. The practical operation of big data can be divided into two categories: one is software analysis, such as Hadoop, Linux, MySQL foundation and database foundation in the basic stage; the other is the business practice part of big data, such as enterprise big data processing business scenarios, analyzing requirements, solution implementation, and comprehensive technology practical application. The operation of various specific projects will cultivate students' practical ability and solve practical problems.

The cultivation of big data marketing talents requires the university to strengthen the communication with enterprises and the government, and to use the existing marketing industry college to strengthen the in-depth cooperation between government, enterprise, industry, University and research departments, and establish an industrial college to realize collaborative training. According to the actual needs of enterprises and the government, the off campus training part is added, and on-site teaching in the process of training is helpful to improve students' industry cognitive ability and practical operation ability. Through collaborative teaching, we can help university teachers to establish a case library of school enterprise cooperation that can be used in the teaching classroom, so that students can understand the use of real cases. Post oriented collaborative teaching combines classroom teaching with industry post development, enriches the diversity of course content and teaching forms, and it is also an important way to realize the integration of production and education and cultivate big data marketing talents. At the same time for marketing industry transport professionals to actively try and prepare.

The implementation of team oriented seminar teaching mode can mobilize classroom atmosphere, enhance students' participation, mobilize students' thinking ability, autonomous learning ability and ability to analyze and solve problems. Make full use of the materials provided by big data for classroom teaching. At present, all walks of life are developing rapidly with the support of big data. Traditional industries are changing to the Internet one after another. The market changes every day. The daily news is close to students' life and daily topics. These news and cases can become teaching materials for group discussion in class.

With the support of big data tools, it has also achieved cross-border integration with other industries. In addition to consolidating marketing knowledge, big data personnel training also involves disciplines such as statistics, mathematics, information technology, logistics, etc., which requires cross-border thinking and interdisciplinary background of marketing innovation personnel. Because there are many professional subjects involved, the teaching staff's professional ability and rich coverage are needed in the implementation of talent training reform. Make full use of university resources, cooperate with other majors to set up relevant courses, realize resource sharing, and build a big data marketing innovation and Entrepreneurship Talent Training Mode with marketing as the main factor and other related majors as the auxiliary.

4.4. Optimize the Teaching Methods and Assessment Objectives of Marketing Course

In the design of teaching methods and assessment methods, in-depth research is carried out from the content and objectives of the course, and strong targeted methods are proposed. In the big data marketing course, special lectures are organized based on the analysis of the problems that enterprises need to solve at present, and around different tools, skills and operation processes
required by different types of tasks, in the case of task-oriented, various teaching methods, such as software tool teaching, practical operation on computer, group task allocation and other different forms of teaching are presented. Therefore, in the final course assessment, the form and standard of examination have changed from the closed book examination to the completion of each practical task during the teaching period. In the course of marketing, when it is divided into two parts: theoretical and practical training, it can effectively make the task become the guidance of course content and practical training.

5. Conclusion

Therefore, in the teaching activities of marketing major in Colleges and universities of our country, we must reform the traditional teaching mode of marketing courses, introduce big data knowledge, integrate marketing and big data technology, and cultivate big data marketing talents to adapt to the development of the new era. Actively promoting the rapid development of Internet plus big data plays an important role in creating a new talent training system. In order to train more excellent marketing talents, our school needs to combine relevant basic needs of Internet plus big data development, set up related specialties and build relevant research sites, draw on domestic and foreign practice results and experience, and actively introduce into marketing talents training. Under the background of big data era, our university should keep pace with the development of the times, combine with the actual needs of market development, adhere to the basic concept of social and economic development, and find a new big data marketing talent training mode in line with local economic development. Under the background of big data and the national "double first-class" construction, it is of great value for us to reform and innovate the teaching mode of marketing major in Colleges and universities.

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