Research on Training, Scientific Research, and Entrepreneurship Integrated of Network Marketing Talents Training System

Hao-Yu MENG¹,a, Qi-Ming TIAN¹,b

¹Information Technology Department of Wenzhou Vocational & Technical College, Wenzhou, Zhejiang, China

a51719044@qq.com, b393668762@qq.com

Keyword: Training Research and Development Integration, Real Project, Network Marketing, Talents Training.

Abstract. Current, network marketing personnel has become the most valuable industry human resources. This paper puts forward a network marketing personnel training system with training, scientific research, and business integration. Entrepreneurship oriented, scientific research as the support, to practice as a means to achieve training in the creation, research, innovation and integration of training for the community to train network marketing personnel.

Introduction

Research Background

Current, network marketing talent has become the industry's most valuable human resources. Network marketing training goal is, through a series of professional courses to teach students the general rules of Internet e-commerce, the whole channel network marketing practical technology, as well as the experience of the network business knowledge. To analyze the function and operation rules of search engine, network retail platform, mobile social network and other network platform, around the subject matter to carry out market research, network marketing planning and implementation, data analysis and evaluation. Cultivating students' comprehensive ability of network marketing and innovation and entrepreneurship. Quickly meet the urgent needs of network marketing talents.

Problems in Teaching

Traditional college e-commerce professional training system has the following serious problems:

1. Simulation training platform can’t truly reflect the complex Internet marketing network data environment, students learning only stay in the theoretical knowledge and platform function operation.

2. Students lack the scientific research and technological support and the results precipitation. The training process is not in the form of scientific research results precipitation down, the assessment criteria can not reflect the students' real innovation and entrepreneurial ability.

3. Students lack the entrepreneurial opportunities and entrepreneurial resources.

Method of Solving Teaching Problems

Methods and Ideas

In order to solve the above problems, this paper put forward to build a training and research and entrepreneurship network marketing personnel training system. Guide students to start a business, and provide them with technical support, training conditions. To realize the training in entrepreneurship, teaching in the training, to realize the integration of training, research and entrepreneurship personnel training system. To establish the training system of network marketing talents training, the key point is to solve the teaching integration and systematization of the teaching resources. And organic combination of training research and development of the three complement each other.
(1) Establish the training system based on the real platform
Build a real business platform for e-commerce, and around the actual operation of e-commerce platform operators need to design the training content, construction and training base.

(2) Establish of scientific research technology support system
Make scientific research institutions as the core of joint enterprises. Schools and enterprises jointly set up research teaching team. Reporting vertical horizontal scientific research projects, to enhance the level of research and development of personnel training, to provide technical support for the students to start, get research results.

(3) Establish of innovative business incubation system
Joint venture with the industry to create various types of student entrepreneurial team, innovation and entrepreneurship studio, to provide environmental support, technical guidance, business opportunities, consulting and other business incubator support for the students' entrepreneurial team.

Training, Research and Development, Innovation Integrated Network Marketing Personnel Training System Structure Design

Network Marketing Personnel Training System Entities Photos

(1) Real project training platform

Figure 2. Vision Design Studio.

(2) Scientific research service platform

Figure 3. Tmall and Baidu Network Promotion. Training Room
Innovation and entrepreneurship platform

Figure 4. E-business Research and Service Center.

Figure 5. Cross Border E-commerce Sales Platform.

Figure 6. Aliexpress E-Commerce Venture Studio.

Figure 7. E-Business Call Center.
Training, Scientific Research, and Entrepreneurship Integrated of Network Marketing Talents Processing Process

If the training, scientific research, and entrepreneurship integrated of Network marketing talents training system as a production workshop, then the following figure is the workshop personnel processing flow chart.

(1) The training room is equipped with training software platform, IP network experimental environment (better access to real operation of the marketing platform). R & D center to provide real project practice and school enterprise portfolio teacher team for student technical research and development guidance.

(2) When students have certain professional knowledge and practical experience. In accordance with the capacity of delivery send the students to training base. Through the examination, students obtain the relevant qualification certificate.

(3) Have the ability in the employment of students, select more excellent students with entrepreneurial vision and delivery to the entrepreneurial innovation base.

(4) In the practice, summary, precipitation, the team to declare the topic, writing teaching research papers, declare intellectual property rights, the preparation of new textbooks published.

Innovation Points of Research Results

(1) Give full play to the computer professional advantages, build practical training platform based on the real platform.

Build a number of real operation of e-commerce platform as a student training platform, and around the training needs of the construction of various training rooms, training software, teaching materials, etc. Students' network marketing training operations real role in the platform, and the platform obtained traffic, ranking, transaction volume data directly as a student training assessment criteria.

(2) R & D center as the core joint venture to provide technical support for student entrepreneurship.

R & D center as the core joint enterprise engineers, school teachers to establish school enterprise, scientific research, teaching integrated teaching team for network marketing personnel training to provide a higher level of professional teaching and research guidance. Provide strong technical support and R & D project source for student entrepreneurship team.

(3) In-depth industry, joint venture to build innovative business incubation system.

Joint venture to create all kinds of innovative entrepreneurial studio, entrepreneurial incubation base for students to provide better entrepreneurial environment support, business consulting, technical guidance. Make students entrepreneurial projects more sustainable, vitality.

Popularization and Application Effect of Research Results

Benefit Wide, Radiant Surface Wide

The classroom teaching mode, teaching material and courseware in the teaching results have been widely applied in the corresponding courses of e-commerce major in higher vocational colleges.

Students benefit from a total of 3000 passengers. In addition, the teaching results are also applied to government departments to the public e-commerce training programs, covering a total of 40 thousand students.

Network Marketing Students Professional Practice Ability Improved Significantly

Through comprehensive training around the real project, all the professional knowledge can be used together in the real project. The knowledge and skill points in the teaching are verified by the data. The student team for many years to obtain a number of various types of college students in Zhejiang e-commerce contest first prize.
Graduates' Employment Competitiveness

As the students in the whole process of training has experienced the integration of teaching, research and development process, the professional knowledge and skills to get real project training, with excellent professional quality. On the other hand, students have a certain entrepreneurial experience, have a correct understanding of the process of e-commerce business, in the mentality of the more mature than the general professional graduates. Therefore, we train the direction of the network marketing graduates more competitive employment.

Fruitful Teaching Reform

The implementation of the training system in the design process, complete the declaration of 1 national quality courses, 2 provincial Department of education teaching reform projects, 2 provincial Department of Education Science and education regulation subjects, 8 college key reform issues, 3 Zhejiang province XinMiao students start plan projects. More than 10 papers published by EI and ISTP search, the results of the experience for the promotion of global e-commerce teaching.

The Ability of Teachers to Improve the Industrial Services

Teachers' scientific research ability has been fully trained in the training, research, development and integration of personnel training system. Declare the completion of the 3 provincial Department of education research projects, 2 Municipal Science and Technology Bureau of scientific research projects, 3 college key scientific research projects, the number of horizontal research projects a total of horizontal research funding to paragraph 600 thousand.

Conclusion

This study is based on entrepreneurship, supported by scientific research and practical training. To achieve training in the creation, research and development, training, research and development integrated, get the network marketing personnel training system. On the one hand, the implementation of the training system for the social industry to train a large number of network marketing personnel. on the other hand, the training of the team of teachers teaching and research capabilities, the accumulation of a large number of teaching and research. These achievements and experiences can be used for reference for similar research.

Acknowledgement

This research was financially supported by the zhejiang higher education classroom teaching reform project, the subject number is kg2015672.

References

[2] Li Linhai, He Jiayang, The thinking and practice of the construction of the comprehensive e-commerce training base -- Taking Nanning College for Vocational Technology as an example, "the higher education forum", 2013 (6): 131-133.