The Formulation of Marketing (Clothing Marketing Direction) Professional Application of Technical Talent Training Scheme

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Abstract. The paper is aim to detailed research current university clothing professional education and find out the issue existing in current clothing professional education. By analysis of the demand of clothing industry, established marketing (clothing marketing direction) professional applied undergraduate talents training plan. Provide feasible Suggestions for clothing professional talent training scheme in universities.

The Problems Existing in Current Universities on Clothing Professional Education

Without Clear Training Objectives

Since early 1750s, the Central Academy of Fine Arts set up clothing course for the first time. Since the course, many Art colleges have also begun offering Clothing specialty, and established costume dept. Subsequently, a number of universities, vocational school and normal colleges have opened Clothing specialty. From the aspect of knowledge structure training of students, different faculties of clothing have different level of professionals training. But there are many universities break away market economy constitute training objectives and teaching programs taking other key school curriculum as a reference to set up their own training objectives. Even many universities marketing (clothing marketing direction) course covers the design, materials, trade and advertising. That is lead to trained students have sameness skills and knowledge, without characteristic meanwhile cannot serve clothing economy well.

Without Clear Learning Objectives

There are quite a number of clothing specialized students don’t know much about their professional, nor clear for their future development direction before they begin to study clothing specialty. They are generally with the learning concept of “I just learn what teachers teach”. Moreover they will not automatically combine knowledge with clothing market situation then analysis. However clothing belongs to consumer goods, its design and plate making is inseparable from the market. Because of lack of cooperate communication between clothing enterprises and clothing education in our country, that is lead to many students neither understand requirement of clothing enterprises, nor clothing market trend, without clear learning objectives, cannot hold good career orientation, have low learning interest and lack of learning initiative and enthusiasm during their learning process.

Curriculum Unreasonable

Currently, professional clothing curriculum in many universities is not reasonable. There are many showy and not substantial curriculums and also did not go according to the actual demand position of society. Some universities offer marketing (clothing Marketing) profession recruit arts and science students, but the curriculum emphasis on costume design and neglect on marketing professional courses. Some courses are even irrelevant to marketing; furthermore it is neglected the training of marketing theory and professional knowledge. In addition, the curriculum setting is scattered,
knowledge system is not systematic and complete enough. More serious, there even has disjunction between theory and practice teaching.

**Flawed in Teaching Methods and Teaching Mode**

Teaching model is too traditional, theory and time courses focus on independence and lack of horizontal communication between courses. This model is not conducive to the clothing professional skills and theoretical knowledge adapt to the demand of society. The teaching method is mainly by classroom teaching, take textbook content as teaching centric, teachers teach and students listen. Although this method can teach students basic knowledge and skills, but it is not conducive to train students’ initiative and enthusiasm ability.

**Take the Principles of Applied Clothing Personnel Training Program**

**Realize the Transformation of Clothing Educational Concept**

First should be clearly applied undergraduate education is not low-level higher education; it is a category in undergraduate education. Currently, in many universities which refers “Apply” as a lower level than “science” and “research”. So some new establish local universities strive to learn from academic and research university for raise their prestige. Many schools even discard away the professional characteristics to pursuit of “high level.” Applied Undergraduate education should be in line with the rule “the development of education adapt to social economic development”. When formulation of development strategies, should be based on the applied undergraduate level and be type first class, avoid going with the flow and pursuit quick success. Thus, the application of Undergraduate Education of Jiangxi Institute of Fashion Technology wants reach reasonable position must highlight the “applied” value in the positioning in five aspects: goals, types, levels, subject specialty and service-oriented.

**Highlight the Basic Features of Applied Undergraduate Talents**

The basic characteristics of applied talents in our school mainly reflected in the following three aspects.

**Application of Technology.** Our school is an applied ordinary undergraduate university which is training direct-to-market and front line production advanced applied talents. Its training goal is training technical personnel who are facing the field of clothing design, production, management, marketing, service and other first-line positions directly engaged in solving practical problems, maintain the normal working operation. Their biggest feature are have strong technical thinking ability, good at technology applications, can solve specific technical problems in actual production, they are users, practitioners and implementers of modern technology.

**Regional feature of Clothing specialty.** Regional feature is the local characteristics of applied undergraduate education targeting. On Regional economic structural terms, resources condition, industrial structure, develop direction are not same in different regions, which determine the different regions demand of “professionals” post structure is different.

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**Professional Directions**

According to the National Bureau of Statistics data show that as the end of 2014, clothing industry scale enterprises reached 15,009, listed enterprises reached 292, providing more than 40,000 clothing marketing positions in total. At present, there are 1235 universities set up a “marketing professional”, who has more than 20 schools set up Marketing (clothing marketing direction); the total students’ amount from these 20 schools every year is far less than the demand for clothing market. Showing
that the market demand for talent has large gap and the demand is urgent. Since our school take clothing as the main characteristics, and comparative maturity in clothing design, plate making, production management so our school marketing professional to determine the direction: training marketing professionals for the clothing industry.

**Curriculum System**

Curriculum system combines curriculum content and teaching process. It is the core of the training program is to develop specific relying goal. To achieve application of technical apparel marketing personnel training objectives, meet the requirements of personnel training, curriculum are including public quality modules, academic foundation module, professional competence module, professional ability expand module and the practical teaching module five aspects:

Public Quality module courses include: ideological and moral cultivation and basic law education, Introduction to Maoism and Theoretical System of Socialism with Chinese Characteristics, outline of Chinese modern history, Introduction to basic principles of Marxism, forms and policies, college English, college Chinese, college sports, military theory, computer applications, high-level language programming, career planning, career guidance, entrepreneurship foundation. It is designed to allow students to master certain basic knowledge of natural science and Social Sciences ability and necessary professional knowledge.

Academic foundation module include: Economic Mathematics, Introduction to clothing, Economic Practical Writing, clothes materials, clothing colors, economic law, microeconomics, probability theory and mathematical statistics, macroeconomics. It is designed to allow students to acquire the necessary professional knowledge of economics and basic knowledge of clothing.

Professional competence module courses include: management, clothing marketing, organizational behavior, customer relationship management, market research and forecasting, clothing consumer behavior, accounting, advertising, channel development and management, service marketing, public relations, financial management, human resources management, logistics and supply chain management, business etiquette, clothing brand management. It is designed to allow students to master the core clothing marketing and management capabilities.

Professional capacity expansion module courses include: clothing display design, fashion merchandising, clothing retail terminal operation and management, international marketing, negotiation and marketing skills, clothing buyers, marketing planning, e-commerce, advertising, communication and promotion management, finance and tax, corporate sales planning, marketing innovation. It is designed to allow students to master clothing display, channel development and management, negotiation and marketing skills, product marketing planning knowledge.

Practice teaching module courses include: military training and entrance education, cognition practice, professional practice, professional comprehensive training, thesis, graduation practice. Through practice to test students’ mastery of knowledge and training students start their own businesses.

**Practical Teaching**

For Establish and improve the practical teaching system of applied talents training requirement, we need to take practice teaching as the most important part during entire process of personnel training. Marketing (Fashion Marketing direction) can be taken by a professional level of competence division “layered integration” of professional practice teaching system. Progressively arrange for students practical teaching in school four years. Wherein each level in order to reflect the application of capacity-building for the center principle, they are constitutes an integrated content system together. Carry out “Level training, layers progressive, and gradually increase” training students’ comprehensive ability, innovation ability and solve critical technology problems ability. The formation of “follow class practical training → curricular complete practical training → simulation training (virtual training) → campus practical training → Enterprise internship” these five training aspects of interlocking, and layer by layer depth in training system.
Implementation of follow class practical training and complete practical training. The following class practical training is take marketing activities as the core content, according to curricular characteristics, workflow programs, and task-oriented make marketing programs subdivided into several specific training modules, and proceed in each teaching lesson, each course focuses on training students on basic technical vocational ability of fashion marketing positions corresponding; complete training modules at each end of the course curriculum stages or separately arrange a time centralized, integrated fashion marketing skills, vocational training students in major positions corresponding to each course. Each module of the course consists of a basic operating instructions and requirements, practical training, consisting of a three-part summary assessment, protruding actual combat and operational programs. Training courses enable students to master marketing activities the basic skills and ability of each specific post.

Provide virtual business environment training. Marketing (Fashion Marketing) professional has built about 600 square meters, four campus labs: Marketing training room, simulation negotiations training room, electronic commerce room, accounting room. Provide students with a realistic simulation of a risk-free business environment training, full use of modern information technology and simulation software, the introduction of Zhe Ke network marketing simulation teaching software, Beijing Fuyou Science and Technology Development Co., Ltd. development Fuyou ERP software, UFIDA U8 financial software virtual systems, provides a variety of ways for professional teaching training and marketing integrated simulation training to enhance students’ marketing practice ability.

Strengthen process control of post practice and graduate internships. To train students’ comprehensive knowledge application ability, make students fully apply the theory and professional knowledge comprehensive training. In addition to further enhance students’ skill of marketing and negotiation, moreover to improve students’ professional skills, communication skills, interpersonal relationship, improve their professional quality and basic practical experience, grasp the business specific mode of operation, as soon as possible to adapt to social job requirements, to achieve the transition from student to society’s role, and thus promote student employment. Our school has been with Li Lang China Group Co., and Ashi Dayton Garments Co., seven wolves Garments Co., Ltd. Nanchang new Huarui Ltd., Nanchang Fu Delong Industrial Co., Ltd., Jiangsu Goodbaby Group and other 16 enterprises to establish a cooperative relationship, as the professional campus practice teaching base, stable receiving marketing major student internships, employment. Such as organizing students in Jiangxi Nanchang Huarui Co, Goodbaby Group Co, and other off-campus training base for a period of one semester collective internships, for the implementation of combining learning with internships created favorable conditions. During the training, scheduled full-time teachers enter enterprise, helping school-enterprise communication and student internships management, arrange training teachers (enterprise instructors and school instructor) guide in the training field, to ensure that students experience real work situations at any time can acquire knowledge guidance, arranged periodic training tasks, summarize the performance of typical problems analysis conducted from enterprise instructors and school instructor; in addition to analyze ,evaluate, organize and archive the results of students training, form the closely connect working process of off campus learning.

Training Model

With the diversification of clothing professional training mode, currently successful training model are: Germany’s “dual system” mode, the British “sandwich” mode and North America “CBE” mode. Hereinto North American “CBE” model is based on competency-based education. The Core of CBE model is starting from the needs of professional positions, on the positions required to determine of comprehensive ability, special ability to develop the ability analyze the table and develop learning packages, implementation and management practice teaching, evaluation of teaching practice through job analysis. The mode is more suitable for this stage Marketing (Fashion Marketing) professional. By CBE mode culturing, to achieve a comprehensive improve on training personnel knowledge, ability and quality structure.
To implement combination of enterprises and universities. It is an effective way to train students to carry out research combining theoretical knowledge into practical ability. It has a lot of successful experiences in the developed world. combination of enterprises and universities is not only to provide a stable off-campus practice base for students, but also for the development of professional training programs, practical training base construction, practice teaching courses have an important supporting role. through the school Innovation platform, teachers studios, specialized laboratories, schools and enterprises and other bi-oriented training model to encourage students to participate in various research activities, enhance the pertinence of teaching, so that let personnel training from the classroom to society, and promote built joint of personnel training and employment.

**Conclusion**

In recent years, our school Marketing (Fashion Marketing) specializing is taking clothing industry as the background, core competence and demand-oriented. Continuing to explore and reform talents training model, active research personnel training programs, scientific and reasonable formulation and argumentation process, to ensure personnel training programs developed in line with training specifications and objectives.

**References**

