Research on Comprehensive Ability and Quality Training of Students Majoring in Marketing

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Abstract. Marketing major trains students to master the theory and knowledge required for marketing activities, and they basically have the ability to do a series of marketing work. College Students' professional knowledge is a very important factor of comprehensive ability and quality level, students must have many abilities, with strong comprehensive quality in order to better adapt to the society and make contributions to the development of our country.

Introduction

In the era of knowledge economy in twenty-first Century, higher and higher requirements for higher education have been put forward, it is the quality problem of training talents. We must adapt to the development of the times, and we train students who should be a good ideological and moral quality, physical and mental health, basic knowledge of solid, adaptable and innovative talents. In the new period, for higher education, we correctly guide the students through multiple channels to improve the overall quality level of the individual, it has important practical significance, regardless of the individual or the students of higher education and the whole country.

From the characteristics of international experience and China's higher education of college students, university personnel training must adapt to changes in economic and social development requirements, our universities strengthen the professional knowledge of quality education at the same time, we must update the concept of education, improve teaching methods, and strengthen the cultivation of students' comprehensive quality in university. For students majoring in marketing, it is also necessary to attach importance to the comprehensive ability and quality of College students.

The Necessity of Comprehensive Ability and Quality Training

The Competition Trend of the Talent Market Requires College Students to Have Good Comprehensive Quality

In the current job market, composite type, dual type, innovative, export-oriented, experienced, skilled talents become more popular, these types of talents, have good comprehensive quality and personality charm.

The Importance of Cultivating Comprehensive Personality and Cultivating Personality Charm

With the development of information technology and the coming of knowledge economy, people are feeling that the new era is coming towards us. With the arrival of a new era, social development is not only need to master the skills of single high-tech talent, but need more comprehensive high quality and sophisticated talents to meet new challenges.

The Trend of Career Development Requires College Students to Have Good Comprehensive Quality

Social occupation changes significantly, professional job counterpart is less and less, more and more large occupation may change, industry characteristics are not as sharp, job knowledge and
skills required to accelerate the update cycle, improve the degree of composite. These characteristics will make the use of human units of College Students’ comprehensive quality and personality charm unprecedented improvement.

**The Development Trend of Market Economy Requires College Students to Have Good Comprehensive Quality**

In order to survive and develop, enterprises must abide by the laws of the state, abide by the market rules, strengthen the concept of serving the customers, and pay attention to the scientific and technological connotation of the products. Of these, the employing units in the recruitment of workers, pay attention to grasp standard comprehensive quality from simple change to professional attention, such as ideals, beliefs, realm, interpersonal relationship, expertise, hobbies, psychological quality and work experience etc..

**The Trend of Knowledge Economy Innovation Requires College Students to Have Good Comprehensive Quality**

With the advent of economic globalization and knowledge economy, knowledge is playing an increasingly important role as the most important resource today. If we can have more and more advanced knowledge and technology, we will get the highest economic returns and economic benefits; if we can innovate to meet the needs of the society of knowledge products, we will grasp the competitive advantage and get the development and progress. Therefore, employers need more innovative talents with good comprehensive quality and personality charm.

**The Concrete Measures of Comprehensive Ability and Quality Training**

**Strengthen Ideological and Moral Quality Education, Focusing on Training College Students’ Sense of Responsibility**

Ideological and moral quality is the core of the success of college students. It is the primary quality that a college student should have. It includes good ideological and political quality and good moral quality. The rapid development of science, technology and social productive forces has promoted the civilization and progress of human society, but also consciously and unconsciously brought a lot of contradictions and conflicts to mankind itself. While using science and technology to reform nature, how to protect nature and achieve harmony and unity between man and nature, man and society, in the final analysis, talents with good ideological and political qualities and moral qualities are needed.

**Strengthen the Professional Quality Education, Focusing on Training the Knowledge Structure of College Students**

The current college students' knowledge structure is the prominent problems in the narrow range of knowledge, we have an emphasis on professional knowledge, but we Ignore humanities, social sciences, economics and management discipline, and we are lack of organic connection and complementary effect of internal knowledge system, there is a gap between the creative thinking. Only by adjusting and optimizing the knowledge structure of college students can we meet the requirements of the society for the training of qualified personnel.

**Strengthen the Ability and Quality Education, Focusing on Training College Students' Scientific and Technological Innovation Spirit and Practical Innovation Ability**

The students' ability and quality include the correct understanding of good society and the self-ability, social adaptability, interpersonal skills, good cooperation and competition ability, we must have the ability to work independently, take the law as the weapon of self-protection ability, pioneering and innovation ability and other aspects. In terms of building a conservation minded society, it is particularly important to cultivate the spirit of scientific and technological innovation and practical innovation ability of College students. In order to reform the current educational
model and implement the innovative education model, it is necessary to strengthen the innovation in educational objectives, teaching methods, teaching contents and curriculum system, and practical teaching.

**Conclusion**

In today's rapid economic development of the century, it is necessary to improve the overall quality of college students. The marketing major students should improve their comprehensive ability and quality. In the face of fierce market competition, the society puts forward the new requirements for talents ability and quality, we must enhance the rule of morality and social responsibility, and constructing perfect knowledge structure; we must develop intelligence and train ability; we may cultivate healthy mental quality and shape moral personality. As our twenty-first Century talents, we should have high comprehensive qualities, and become a qualified carrier of intelligence, knowledge and information, we can be engaged in the modernization of the creative work, and can make contribution to the progress of human society.

**References**


