The Research on the Training Mode of the Big Data Marketing in the Background of the New Business Subject

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**Abstract.** Under the background of new business subject, with the development of the Internet and the emergence of big data technology, the demand of enterprises and society for the compound marketing talents of "traditional marketing + Internet + big data technology" is increasing day by day. At present, the new challenge is put forward to the compound talents who meet the market demand in the colleges and universities. Therefore, this paper redefines the knowledge, ability and quality needed by marketing talents under the background of new business subject, and perfects the marketing talent mode of colleges and universities through targeted measures such as improving curriculum and personnel training, so as to cultivate big data marketing talents who really meet the needs of society and the practice of enterprises.

1 Introduction

At the annual conference of the Ministry of Education in 2018, the deputy director of the Higher Education Department of the Ministry of Education, Mr. Fan Hein, mentioned that the new engineering, the new medical, the new agriculture, the new liberal arts and the optimization of the discipline structure should be adopted. Promote the formation of Chinese characteristics covering all disciplines, and the world's first-class undergraduate professional cluster. At the same time, the industrial integration and integration under the Internet economy make the new business model become the new normal of the current business development, which has aroused widespread concern of enterprises, institutions of higher learning and all sectors of society. In this background, the concept of the new business subject is born, the new connotation is given to the knowledge, the ability and the accomplishment of the new business subject, and the curriculum system and the culture mode matched with it have changed, but these problems have not yet been interpreted and unified. This paper hopes to discuss how to train big data's marketing talents under the background of new business, so as to find out in theory and provide theoretical support for further teaching reform.

2 The connotation of big data's marketing talents under the background of new business subject

The new business subject is on the basis of the traditional business subject, according to the new background of the "Internet + Big Data Technology", following the new law of integrating new knowledge into business education, a novel teaching mode is adopted, grasp the demand for the training of new talents, take the desalination discipline boundary as the instruction, supported by big data's thinking and analytical tools, with the goal of matching production and learning, develop new business thinking, adhere to the new rules of business civilization, and have a life-long learning-conscious composite type of talents.

With the change of the talent demand of the new business subject, the new type of marketing talents of the "Marketing + Internet + Big Data Technology" will become the top of the social demand. The functional elements of "Internet" are being integrated into various industries and become an indispensable part of the process of enterprise operation and management. Computer, big data, AI and other technologies play an increasingly significant role in all aspects of marketing
activities. The changes in the new business rules and the operating environment, as well as the technical means and tools that can be used, are becoming significantly diverse. Under the background of the new business subject, big data's marketing talents should establish the marketing strategic thinking ability, the Internet thinking and the ecommerce operation ability, big data's thinking and analysis ability, these thinking and the ability merge each other, at the same time has the innovation consciousness and the innovation ability new marketing talented person is needed by the present and the future society.

3 The ability and knowledge structure of big data's marketing talents under the background of new business subject

3.1 The necessary ability

By analyzing the existing undergraduate teaching system and big data's marketing operation process, Ma Qi (2018) points out that big data's marketing talents are marketing management ability, data analysis ability, data preparation and preprocessing ability, data acquisition and storage ability and basic subject ability. Yu Min, Zhou Hao (2019), through the method of empirical research, constructs the index system of the professional core competence of the applied undergraduate marketing talents from the perspective of big data, and divides the future marketing talents into accurate marketing ability, data management (DM) ability, community management ability and big data marketing management ability. In addition, Yao Jianfeng, Lu Zhangcheng, Shen Qi and others also discussed the abilities needed by marketing talents from different indicators and many aspects. Based on many views, the author believes that big data's marketing talent ability can be roughly divided into the following four aspects:

First, the marketing strategy thought ability. The marketing strategy is the soul of the marketing campaign. The marketing strategic thinking capability refers to the marketing strategy's ability to set up the marketing strategy with the view of the environment and the change of the market, the height of the strategy and the long-term view. This capability is based on the knowledge of marketing fundamentals and marketing core knowledge through appropriate training and acquisition. The ability of marketing strategic thinking is the core competence.

Secondly, the ability of Internet thinking and e-commerce operation. The ability to break through the limitation of the traditional marketing thinking, to join the elements of the internet business environment, to learn the knowledge of e-commerce, network marketing, new media marketing and accurate marketing under the new business rules and operating modes. Train marketers to form interdisciplinary thinking mode, so that they can establish Internet thinking and e-commerce operation ability, and become a new type of marketing talents with innovative consciousness and compound ability. E-commerce operation ability is the extension of marketing strategic thinking ability.

Thirdly, big data's thought and analysis ability. At present, the emergence of big data on the Internet provides businesses with available data resources, establishes big data's thinking and idea, and uses data mining technology to realize their use. The analysis capability of data includes big data acquisition ability, big data analysis ability, big data mining ability, big data storage capacity, big data cooperation ability and big data optimization ability. The thinking and analytical ability of this kind of big data, as a kind of supporting ability, provides the ability of instrumental assistance to the marketing talents.

Finally, the comprehensive practice ability. Including foreign language ability, communication ability, decision-making ability, innovation ability and pressure-resisting ability, etc.

3.2 The knowledge and course

At present, the knowledge structure required by marketers has undergone subversive changes. Big data has become the focus of attention of colleges and universities, enterprises and countries.
Therefore, how to train big data marketing talents and what necessary knowledge big data marketing talents should have are widely discussed in academic and educational circles.

The author believes that, first of all, big data marketing talents need to master general knowledge. According to the national quality standards, colleges and universities offer courses such as higher mathematics, college English, computer foundation, situation and policy, which can improve the comprehensive quality of students and lay the foundation for the study of other knowledge.

Secondly, big data marketing talents need to master the basic knowledge of marketing. This is based on the current situation of the dilution of discipline boundaries and the intersection of knowledge, colleges and universities through the opening of management, economics, economic law, accounting, communication management, operational research and a series of related courses. It can help the students break through the inherent professional thinking limitation, set up the cross-disciplinary cross-thinking, and improve the new marketing ability of the students.

Thirdly, big data's marketing talents need to master the core knowledge of marketing specialty. Colleges and universities need not only to set up marketing core courses in the traditional sense, such as marketing, network marketing, consumer behavior and so on, but also to set up new marketing core courses such as new media marketing, fine operation, big data marketing, precision marketing and so on, so as to improve students' new marketing ability in an all-round way.

Fourthly, big data marketing talents need to master big data related knowledge. In the era of large data, the marketing activities must not be supported by the big data technology. On the basis of statistical knowledge and computer basic knowledge, learn big data analysis tools, master at least one programming language, understand the operation rules of the big data processing platform. In this regard, colleges and universities should open up large data introduction, data mining, prediction technology, Python, R, SAS, Hadoop, Spark, artificial intelligence, data warehouse and business intelligence to have forward-looking courses, and improve the ability of students to use computer and big data tools.

Finally, it is the comprehensive practice teaching of marketing. By offering courses such as subject frontier topics, marketing management electronic confrontation, innovative entrepreneurial practice, marketing comprehensive training and other courses, students can really combine the professional knowledge and practical knowledge they have learned during the school period to improve their practical ability.

4 The cultivation model of the big data marketing in the background of the new business subject

In order to meet the needs of the present society, to solve the present situation of the present social needs, the personnel training mode should be innovated and the new type of culture model of the "1+2+1" type should be constructed. The "1+2+1" model refers to the students entering the first grade of school to study the general knowledge of business regardless of specialty, the second grade to study the basic knowledge and core knowledge of marketing specialty, and to study the basic knowledge and core knowledge of marketing for two years. The fourth grade is jointly trained by schools and enterprises for one year, students enter the enterprise to study and practice, a group of teachers and managers, engineers and training lecturers in colleges and universities jointly explain the knowledge and application skills of big data, learn and apply, so that students can go deep into grass-roots practice, understand enterprise operation and connect project tasks. This training mode improves the rigid traditional talent training mode in colleges and universities, deepens the cooperation between schools and enterprises, promotes the integration of production and education, and enhances the practical ability of students.

First, under the guidance of the cooperation between the school and the enterprise, the enterprise with the experience of the real war is employed to serve as a part-time lecturer in the higher education institution, and the latest Internet e-commerce operation and the application of the big data technology are integrated into the teaching, so that the students are familiar with the actual business operation.

Secondly, build the cooperation platform of the school-enterprise practice project. The
combination of big data and marketing has changed the current teaching and practice mode, and colleges and universities need to carry out the exchange and cooperation with the appropriate enterprises, implement the mode of the school-enterprise's double main sports personnel, build and operate the training base in the school, expand the communication channel and enrich the project cooperation. In the direction of internet, big data, artificial intelligence, etc. we will carry out all-round, multi-angle and deep-level project training and cooperation.

And finally, the joint evaluation mode of the school-enterprise is established. In the traditional examination system, the students are required to apply the knowledge learned in the school and in the enterprise to the current real operation, and the school teachers and the leaders of the enterprises shall be rated jointly to break the limitation of the inherent knowledge system and enhance the comprehensive application ability of the students to the knowledge.

5 The proposal of the talent cultivation of big data marketing in the background of the new business subject

5.1 Define the goal of cultivating talents

It is the premise and foundation of the new marketing personnel training. In the background of the new business subject, the cultivation of the marketing talents is dynamic, and the training target will change with the social and economic environment. The development trend of the industry and the development needs of the marketing personnel need to be changed and adjusted constantly. Therefore, the aim of the great data marketing talents under the background of the new business subject is to guide the current market demand and to integrate the future development trend under the condition of clear social and economic demand, so as to develop the innovative, compound and practice type big data marketing talents as the target.

5.2 Enrich the traditional marketing teaching mode

At present, colleges and universities need to reform and innovate under the traditional marketing teaching mode. First, break down the barriers between knowledge learning and social practice in school, and better make students apply their studies and meet the needs of society. Second, colleges and universities need to learn to provide students with richer teaching content and more flexible teaching places with the help of advanced teaching methods. In the Internet era, the network provides a wealth of teaching resources for college teaching. Students can watch massive, authoritative and cutting-edge marketing courses anytime and anywhere through mobile devices, can freely express their learning experience in cyberspace, and ask questions about not knowing knowledge at any time. Teachers can also publish learning tasks through network tools, so that students can preview the relevant knowledge in advance, and better understand the situation of students through the feedback information of students. It not only enhances students' enthusiasm for learning, but also strengthens students' awareness of active learning and self-learning ability.

6. Conclusion

In order to enable the students to accept the more abundant, more professional, more practical and more advanced teaching, it is necessary to improve the level of teaching staff of higher learning institutions, and the higher education institutions should first introduce high-level talents through the multi-way of compensation incentive and scientific research. Secondly, it is necessary to train in-service teachers regularly in order to improve their teaching ability. It is necessary to create more academic exchange opportunities for university teachers in order to improve their scientific research ability. Teachers in colleges and universities are encouraged to go deep into enterprises, open up the second profession, enrich the practical ability and innovative ability of teachers, so as to create a professional teaching staff that can cultivate big data's marketing talents (Please see figure 1).
### References


