

Exploration on the Training Mode of Applied Marketing Talents from the Perspective of Innovation and Entrepreneurship

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Abstract: Improving the innovation and entrepreneurial ability of college students is an important way to train high-quality talents, and it is also one of the important goals of applied talent training. Although the current innovation and entrepreneurship education in colleges and universities has been widely carried out, there is still room for improvement in the setting of training objectives, curriculum system design and deep cooperation with enterprises. Firstly, the paper analyzes the problems existing in the training of marketing professionals, and finally puts forward the path of training marketing professionals in the perspective of innovation and entrepreneurship.

At present, the demand for marketing professionals in the market economy is increasing. At the same time, marketing professionals are required to have strong practical application capabilities and innovative entrepreneurial awareness. At present, Chinese colleges and universities attach great importance to the cultivation of marketing professionals based on the perspective of innovation and entrepreneurship. However, by investigating the current situation of the training of marketing professionals in colleges and universities in China, we can see that there are still many problems in the training of marketing professionals. Therefore, it is necessary for them to actively explore the training path of marketing professionals from the perspective of innovation and entrepreneurship.

1. Problems in the cultivation of applied innovation and entrepreneurship talents

1.1 Lack of scientific setting for marketing professional courses and teaching content

At present, most of the marketing majors in colleges and universities do not attach great importance to innovation and entrepreneurship education, and there is no scientific curriculum and teaching content for marketing majors. In the teaching organization and content arrangement, the employment position orientation is followed, and the content of innovation and entrepreneurship education is insufficient, which makes it difficult to effectively cultivate students' innovation and entrepreneurship ability. Marketing majors in colleges and universities still focus on theoretical teaching, relatively lack of practical teaching content, and lack of diversified elective courses, which can not provide free elective space for students majoring in marketing, and it is difficult to effectively cultivate students' practical application ability and innovation and entrepreneurship ability.

1.2 Lack of diverse teaching methods and efficient teaching methods

At present, most colleges and universities are paying more and more attention to deepening the reform of marketing teaching, but still lack of diverse teaching methods and efficient teaching methods. Colleges and universities adhere to the traditional lagging marketing teaching mode, follow the "instillation" teaching methods, unilaterally emphasize the one-way inculcation of the theoretical knowledge related to marketing professionals, and fail to provide students with the opportunities to participate in marketing practice, to a certain extent contused the enthusiasm of students for innovation and entrepreneurship leads to the low participation of students in practice, and it is difficult to effectively cultivate students' abilities of innovation and entrepreneurship.

1.3 Practical teaching of marketing specialty is mere formality

At present, most colleges and universities marketing professional practice teaching is generally in the form, it is difficult to really play the role of practical teaching. The marketing profession has strong practicality. Under the perspective of innovation and entrepreneurship, to carry out marketing professional teaching, it is necessary to strengthen practical teaching and provide students with opportunities to participate in marketing practice. At the same time, college marketing professional teachers should thoroughly examine the development of market economy, comprehensively understand enterprise management practices, and lay a good foundation for marketing practice teaching. However, most of the higher vocational college teachers pay close attention to the title evaluation, also spend too much time on scientific research, and fail to carry out marketing practice teaching well. In addition, college teachers often lack practical experience in marketing. In the practice teaching process, traditionally lagging teaching content and related cases are often used. It is difficult to provide scientific guidance for students' marketing practice, and it is also difficult to obtain good practical teaching effects, leading to the market. In a word, practical teaching of marketing specialty is mere formality.

2. Practice of training innovative and entrepreneurial talents in marketing specialty of applied undergraduate colleges

2.1 Establishing the concept of “innovative and entrepreneurial” talent training

Since 2012, combined with the characteristics of marketing professionals training in Application-oriented Colleges and universities, the goal is to train applied and innovative marketing professionals, so that students have the spirit and ability of innovation and entrepreneurship as well as the ability of application and practice. Focusing on the main line of “creating employability with innovation and improving employment quality through entrepreneurship”, the two-wing drive of theoretical teaching and practical teaching system, relying on high-quality teaching resources, industry-university-research cooperation, entrepreneurial innovation training and experience, cultivates marketing application-oriented talents with four abilities, what is, Modern General Knowledge Ability, Basic Ability of Business Administration Specialty, Comprehensive Ability of Marketing and Ability of Innovation and Entrepreneurship.

2.2 Implementing the thought of "Relative Stability of Main Line - Leading of Core Courses - Dynamic Development of Content"

Building a theoretical teaching system for innovative entrepreneurship training is based on the training objective of applied innovative talents. The teaching theory of innovative entrepreneurship is deeply studied, and the teaching content of marketing theory is integrated into the germination, cultivation and incubation stages of innovative entrepreneurship training. Deeply carrying out the construction of related courses such as micro-courses, MOOCs and online courses, so as to realize the autonomous network teaching of "building platform, time-sharing teaching, resource sharing, teacher-student interaction".

2.3 Carefully exploring the theory of curriculum construction

Curriculum construction is the key foundation and core content of professional construction, and it is also an important link and foothold for talent training. Focusing on the application of undergraduate marketing specialty characteristics, the theory of theoretical course construction is explored.

2.4 Scientific setting of marketing teaching courses and teaching content

From the perspective of innovation and entrepreneurship, universities should thoroughly examine the specific requirements of market economy for marketing innovation and entrepreneurial talents, also scientifically set marketing teaching courses and teaching content, and abandon the traditional job-oriented marketing professionals training model. Colleges need to gradually build an

innovative and entrepreneurial-oriented marketing professional talent training model. In addition, higher vocational colleges must closely follow the graduation design, as well as strengthen SYIB training for marketing students, then strengthen school-enterprise cooperation, also build a marketing innovation and entrepreneurship base, and provide students with opportunities to participate in marketing practice and innovative entrepreneurial projects, together with effectively enhancing students' practical application abilities and innovative entrepreneurial abilities.

2.5 Innovate marketing teaching methods

Colleges and universities should innovate marketing teaching methods. College teachers should make full use of multimedia, Internet, etc. to carry out marketing professional teaching and innovative teaching methods. For example, in the use of multimedia in marketing professional teaching, you can use electronic presentations, large-screen multimedia online demonstrations, online teaching and other advanced teaching methods to increase interaction between teachers and students and improve teaching results. In addition, in the course of marketing professional classroom teaching, teachers can use the inspirational training method to introduce the stories of business celebrities or inspirational related to the content when inspiring the content to stimulate students' interest in learning. In addition, college teachers can also use the case analysis method to typicalize the real situation or events selected from a large number of business management practices, and divide the students into several groups, each group tracking and analyzing this case. At the same time, based on the teaching needs of marketing majors, teachers can also choose the group game method, role-playing teaching method, simulation training method, and social practice teaching method.

2.6 Strengthening the practical teaching of marketing majors in higher vocational colleges

Colleges and universities should strengthen the practical teaching of marketing professional and provide students with sufficient opportunities to participate in marketing practice. College marketing professional teachers should conduct in-depth study of marketing practice activities, also accumulate marketing practice experience, and conduct good marketing practice teaching. Colleges and universities should strengthen cooperation with school-enterprise and build a marketing practice teaching base for marketing professional practice.

The teaching provides platform support, encourages university teachers to organize students to conduct on-the-spot teaching in the marketing practice teaching base, and effectively enhance the effectiveness of practical teaching. In addition, colleges and universities should regularly organize marketing professional students to conduct internship training in enterprises, also encourage marketing students to carry out entrepreneurial activities, then strengthen students' innovative and entrepreneurial abilities by strengthening marketing practice teaching.

3. Conclusion

The cultivation of innovative and entrepreneurial talents in marketing majors of higher vocational colleges can effectively meet the needs of marketing professionals in the current market, and it can effectively promote the teaching reform of marketing majors in higher vocational colleges, also it effectively enhance students' awareness and ability of innovation and entrepreneurship. At present, the training of innovative entrepreneurship talents in marketing specialty in higher vocational colleges has not scientifically set up the courses and teaching contents of marketing specialty, and also lacks diversified teaching methods and efficient teaching means, as well as the practical teaching of marketing specialty is mere formality. To this end, higher vocational colleges should effectively train innovative and entrepreneurial talents of marketing specialty by setting up scientific courses and teaching contents, innovating teaching methods and teaching means of marketing specialty, and strengthening practical teaching of marketing specialty in higher vocational colleges.

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