

Some Reflections on the Direction of Development of Marketing Major

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Keywords: marketing major, career direction, recruitment information.

Abstract: With the rapid development of the market, the requirements of the job market for talents also evolve. If there are not any subjects or courses in universities set related to the most needed talent or skills in the market, the discrepancy between supply and demand of human resources will be created, which can affect students' employment. This paper offers three valuable suggestions on the direction of future development of marketing major through observations and analysis on the recruitment information in the marketing category in the job market.

1. Introduction

With the rapid development of the market, the requirements of the job market for talents also evolve. However, the design of majors in universities does not evolve accordingly, especially the marketing major. The subjects or courses related to the most needed talent or skills in the market are often not developed in universities [1]. The discrepancy between supply and demand of human resources is also one of the reasons that lead to the difficulty of employment of the fresh graduates [2].

2. Recruitment information analysis

The author of this paper has found that the demands of marketing professionals related to the Internet from e-commerce companies have nearly exceeded the demands from traditional manufacturing companies with the fast development of e-commerce through observation and analysis of recruitment information in the marketing category in the job market [3]. For example, 5877 pieces of recruitment information from traditional manufacturing and retail companies can be found when searching "sales business" as the job requirement on Zhaopin, while 6781 pieces of recruitment information from e-commerce companies can be found. In addition, some emerging marketing posts are developed in e-commerce companies, which create new settings for traditional posts. As shown in Table 1, recruitment information from ten local Guangzhou e-commerce companies was selected as examples for analysis. Three valuable points for the direction of future development of marketing major are found.

2.1 New media marketing

First, the market needs professionals in new media marketing, including network marketing like Weibo marketing, forum marketing, etc. and mobile marketing like WeChat marketing, App marketing, etc. Companies pay special attention to the practical ability and experience of candidates for these new media marketing. This kind of network marketing is precisely one of the abilities that students can practice in universities [4]. Students can easily carry out small-scale and low-cost new media marketing practices in activities and daily life under the guidance of teachers since the use of the Internet is deeply embedded in students' life.

2.2 Computer skill and data analysis ability

Second, companies emphasize more and more on the computer skill and data analysis ability of employees. Internet companies often have related requirements to employees from basic operational ability of office software to professional SPSS data analysis ability. In the age of big data, it is an essential ability of companies to find business opportunities from the Internet and data. Nevertheless, many fresh graduates do not know how to use the electronic resources in their libraries. Traditional market research and prediction courses are already inadequate to meet the demands of companies. Courses for big data marketing should be offered. It is convenient to carry out practices for these kinds of courses with the spread of computers and the Internet.

2.3 Understanding consumer experience

Third, large companies focus more on consumer experience. Users' activities on the Internet, including comments, access frequency, purchasing behavior, attitudes, and so on, are not entirely the same as traditional behaviors of consumers. Interpreting online consumer behaviors and to better serve the consumers are the focus of Baidu and Alibaba. Many manufacturing companies even innovate together with consumers through the Internet. For example, Menglu Clothes puts newly designed clothes on QQ forums for users to comment and decides the new product, the inventory, and discount for the new product for next quarter from those clothes. Therefore, online user experience and behavior can be directions for the future development of marketing major.

Table 1 Summary of recruitment information of ten Guangzhou e-commerce companies

No.	Company	Post	Job responsibilities	Job requirements
1	Guangzhou Zhijia Technology Inc.	Brand analyst / Market researcher	1. Write monthly industry brand analysis reports, conduct specific and in-depth analysis about individual brands, and offer brand-building suggestions based on the data of the company's current brand index monitoring system; 2. Summarize the monitoring data regularly and form an annual industry brand analysis report combining third party's industry analysis report data and data from market research reports. 3. Carry out accurate and reasonable examinations on the backend data of the brand, and supervise the work of data collection and entry staff; 4. Cooperate with marketing staff to interview the management of the brand, and design brand stories, brand columns, etc.	1. A Bachelor degree or above, majored in Statistics, Marketing, Sociology, Applied Psychology, Economics or other relevant domains; 2. Strong skills in SPSS statistical analysis software, at least two years of experience of same post in same industry, prior experience with satisfaction, brand study, consumer demand, channels, and case study is preferred; 3. Proficient skills in office software; 4. Excellent logical thinking ability, analysis and induction ability, language expression ability, interpersonal communication ability, writing ability;
2	Beijing Global Tianchen	Information investigator	Job responsibilities: Collect and organize engineering	1. A college degree or above, fresh graduates are

	Information Consulting Inc.		<p>information using online search, media monitoring, and telephone interviews; communicate with relevant government departments, property developers, designers, engineers, and construction units to get first-hand engineering information.</p> <p>Methods of work: search the Internet and media reports and confirm information with telephone communication;</p> <p>Communication targets: relevant government departments, property developers, designers, engineers, and construction units;</p> <p>Job training: Our company provides systematic training, and senior information investigators will offer help and consultations;</p>	<p>acceptable. Candidates with one year or above experience in engineering industry or information investigation are preferred;</p> <p>2. Candidates with background knowledge of real estate development, architecture, and building materials are preferred.</p> <p>3. Strong searching ability and sensitivity for news reports;</p> <p>4. Optimistic personality, ability to adapt to fast-paced, highly efficient working environment and stress;</p> <p>5. Excellent expression and communication skills, capable of establishing relationships with different people in a short time, and enjoy communicating with people.</p> <p>6. Resilience and perseverance;</p> <p>7. Strong team player, able to learn from team members and happy to share.</p>
3 4 5 6 7 8	<p>Guangzhou Cuiying Chemical Technology Inc., Lvshou International Group,</p> <p>Guangzhou Sushang Company Management Inc.,</p> <p>Guangzhou Ruiwei Information Technology Inc.,</p> <p>Guangzhou Chunnuan Medical</p>	<p>Network marketing specialist,</p> <p>WeChat and Weibo specialist,</p> <p>new media promotion specialist,</p> <p>Internet promotion specialist</p>	<p>1. Independently operate company WeChat official account and Weibo company account, and plan and offer high-quality and viral content for fans;</p> <p>2. Closely follow the trends in Weibo and WeChat, pay extensive attention to the leading WeChat official accounts and actively explore operation methods for WeChat;</p> <p>3. Study the promotion methods and channels for Weibo and WeChat official account;</p> <p>4. Responsible for the editing of the company's WeChat official account and Weibo</p>	<p>1. Full-time college degree or above, prior working experience in chemical enterprises are preferred, 1-3 years of operation experience of Weibo and WeChat public platform;</p> <p>2. Experience in marketing and promotion, WeChat operation, event planning, and other related work;</p> <p>3. Hard working and careful, have strong sense of responsibility, excellent at learning and summarizing;</p> <p>4. Full of exploration spirit, active and highly creative;</p> <p>5. Excellent command of writing skills, presentation</p>

	Technology Inc., Guangzhou Weiju Network Technology Inc.		account, increase the number of fans, and assist in launching offline activities; 5. Update the content in WeChat public platform and Weibo platform, write articles with proper illustrating pictures, upload and manage articles, carry out daily planning based on specific content; 6. Responsible for operation and promotion in WeChat and Weibo, plan and carry out online and offline activities regularly for Weibo branding and marketing; 7. Responsible for content release, fan interaction, topic creation on Weibo and WeChat, and activity execution; 8. Respond quickly to hot topics in the society and industry, and responsible for the Weibo account awareness;	ability, expression ability, and communication and coordination ability; 6. Familiar with the operation in WeChat and Weibo, have a good understanding of the Internet and the mobile Internet industry; 7. Sensitive to information like hot events, news, etc., strong grasp of information, capable of conducting responses in a short time; 8. Deep passion in WeChat and other social media, familiar with other Internet media (BBS/Blog/SNS), Weibo fan, active users of a variety of online communities, and previous key student leaders in schools are preferred;
9	Guangzhou Xinyeyu Sporting Goods Inc.	Marketing Planning Specialist	1. Responsible for planning activities and daily management on Tmall stores and Taobao stores; 2. Responsible for designing and implementing the annual, quarterly and monthly marketing plans for online stores; 3. Deep passion in e-commerce, hardworking, have a strong sense of responsibility, strong communication skills and comprehension ability, flexible, good coordination ability, and a good team player.	1. A college degree or above, major in marketing, advertisement, e-commerce or computer; 2. Around 3 years of marketing experience, with more than 2 years of experience in e-commerce and planning of online product sales; 3. Familiar with the operation rules in Taobao and Tmall, and able to keep updated on the latest developments; 4. Familiar with different marketing methods on Tmall/Taobao; 5. Excellent writing skills with creativity and expressiveness, experience in copywriting.
10	Guangdong Nanhua Zhiwen	App channel promotion	Job responsibilities: 1. Responsible for the	1. A college degree or above, at least 1 year of

	Technology Inc.	specialist	cooperation with App distribution channels and the cooperation with IOS and Android distribution platforms; 2. Responsible for monitoring data, feedback tracking and analysis of promotion channels; 3. Cooperate with the media, conduct business negotiations and manage promotion projects.	experience in App promotion; candidates with high-quality APP promotion resources are preferred; 2. Familiar with the mobile Internet industry, familiar with various application stores, forums, mobile phone manufacturers or distributors; 3. Familiar with IOS and Android platforms and applications, and have an independent understanding of the promotion and operation of applications.
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3. Conclusions

In summary, new media interactive marketing, including WeChat marketing, Weibo marketing, App marketing, online user experience, etc. are the fields of most demands of companies for talents, and also the blank spot of courses and practices in universities. This is a direction worth thinking about for the future development of marketing major.

Acknowledgments

This study is supported by 2018 International Student Excellent Course Construction Project, Guangdong University of Finance and Economics (Marketing); 2019 Special Curriculum Construction Project of Guangdong University of Finance and Economics (Marketing Planning).

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