

## **Shaanxi Applied Undergraduate University Marketing Major Differential positioning research**

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**Abstract:** With the increasingly fierce competition in higher education, the higher education market is increasingly using the concept of differentiated positioning to enhance the competitiveness of the profession. There are many colleges and universities in Shaanxi, and there are many colleges and universities offering marketing. This article passes on the second hospital in Shaanxi. In-depth analysis of the status quo of differentiated positioning of marketing majors in schools, independent colleges and private colleges and universities, and proposed that the target market can be selected according to the different service industries, the types of jobs, and the positioning of training objectives. Differentiation of training models, differentiation of curriculum settings, differentiation of employment orientation, and brand differentiation to shape and disseminate professional characteristics.

### **1. Introduction**

Each marketing professional combines market needs and its own advantages. When selecting a professional direction and shaping professional characteristics, consumers must be subdivided. The criteria for market segmentation of marketing professionals in general colleges and universities are as follows:

(1) Depending on the level of talent training: it can be divided into master's degree, undergraduate degree, junior college (secondary school, secondary school) and so on.

(2) According to the training objectives, it can be divided into: theoretical research, application, compound, and skill. According to Bernard's theory of the division of human activities, the types of talents are divided into four types: research talents, engineering talents, applied talents, and skilled talents [1].

(3) According to the different service industries, it can be divided into industry-wide marketing and industry marketing. The whole industry marketing is also the ordinary big marketing. The industry marketing is to select a certain industry as the background to carry out marketing activities, such as real estate marketing, pharmaceutical marketing, agricultural product marketing, luxury goods marketing, network marketing and so on.

(4) Segmentation according to the type of employment: The main professional marketing profession, the most accepted jobs for consumers are marketing management, marketing planning, product sales, market development, market research and so on.

### **2. The Choice of Application-oriented Undergraduate Marketing Professional Target Market**

Since the research object of this paper is limited to applied undergraduate education, the choice context in the target market is mainly analyzed from the industry and employment positions. The information in this paper mainly comes from the collection of official network data of colleges and universities in September 2018.[2] Due to the limited and timely nature of the data, there may be certain deficiencies.

(1) Depending on the choice of service industry

Marketing is one of the most popular majors in the business management education system of higher education institutions. It is also recognized as one of the ten major professions in the 21st century. 2018 Sichuan's second quarter talent supply and demand report released The most

demanding marketing category.

The most demanding market for marketing talents is the talents who have experienced and experienced market experience, especially the demand for marketing talents at higher vocational levels. Due to the huge demand for professionalism, almost all schools have established marketing majors. However, in the specific training, there has been a dispute between "general education" and "specialist education" that has been debated all the time.

General education also does not specifically subdivide the marketing profession, expounds the general rules and techniques of marketing, and does not tend to be in a certain industry background in talent training. Professional education, that is, in the process of training marketing professionals, closely integrates a certain industry background and carries out industry marketing activities.

Through the investigation and analysis of the marketing professions of the two universities in Shaanxi, Xi'an Medical College, Xi'an University of Finance and Economics, Shaanxi University of Traditional Chinese Medicine, Yan'an University, Xi'an University of Arts and Sciences, Shaanxi University of Technology, Baoji University of Arts and Sciences, Weinan Normal University, and Yulin College, Among them, Xi'an Medical College and Shaanxi University of Traditional Chinese Medicine, which choose medical marketing, choose Weinan Normal University in Shaanxi. The other five schools have not been integrated with specific industries.

Through the city colleges of Xi'an Jiaotong University, Mingde College of Northwestern Polytechnical University, Northern Information Engineering College of Xi'an University of Technology, Shaanxi University of Science and Technology, Beijing Institute of Technology, Xi'an University of Finance and Economics, Xi'an Institute of Innovation, Yan'an University, Xi'an Innovation Institute, the market of six independent institutions In the analysis of marketing professionalism, only the marketing professional and financial industry of Xi'an University of Finance and Economics jointly developed financial marketing.

In the analysis of 7 private colleges, including Xijing College, Xi'an Eurasia College, Xi'an Foreign Affairs College, Xi'an Translation College, Xi'an Peihua College, Shaanxi International Business College, and Shaanxi Garment Engineering College, only Xijing College proposed engineering marketing. Of the 22 schools surveyed, only 5 schools proposed a clear and specific service industry, accounting for 22.7%.

## (2) Selecting according to the job category of employment

The job position is one of the most concerned issues for students and parents, and it is also the simplest and direct understanding of the profession. Among the above 22 schools, except for the job descriptions of Xi'an Translation Institute, which are engaged in marketing work in related fields such as enterprises, institutions and government departments, and other specific positions are not clearly listed, others refer to marketing management positions. The mention rate is 100%. There are 14 schools that mentioned marketing or marketing activities and marketing activities, 14 of which mentioned marketing planning, 4 of which explicitly mentioned sales, and 4 of which mentioned sales management, referring to market research. 12 of them. It can be seen that the three major jobs in marketing are management, planning and research.

The most demanding market for marketing professionals is, of course, the most basic sales position that is most widely contacted by consumers. However, due to a series of factors such as low entry threshold and post-mind bias, the students in the sales position are at the heart of the job. It is resisting or dismissive. Under the guidance of the emphasis on market-oriented concepts, the most popular marketing students and parents of colleges and universities at that time were the high-end talents in marketing, namely the training of marketing management and planning talents. In addition, market research is the foundation and the end of all market activities. All activities are inseparable from market research. Therefore, the three major jobs in marketing are naturally marketing management, marketing planning and market research.

## (3) Positioning selection based on talent training objectives

Private colleges and universities mainly cultivate applied talents. However, when describing and refining applied talents, they often see modifiers such as "high quality", "composite" and "advanced". The term "quality" in "high quality" is generally used to describe people's cultivation,

intelligence, ability and comprehensive performance. The external performance of "high quality" is that the comprehensive ability is strong, can do things, will do things, To do things is a high degree of affirmation of a person's comprehensive ability and quality. For "senior" talents, professional headhunters generally like to refer to the "three highs" group, that is, high-education, high-ranking, high-income workplace white-collar workers, or gold collars as senior talents. In general, high-level talents trained in applied universities have high-tech and high-level positions, thus ensuring high income. It is an ideal position for students and parents. For the "composite type", it is the difference between the width of the subject knowledge and the degree of integration, which can be divided into "composite type", multi-disciplinary type and single subject type. The emphasis is on the breadth of knowledge, and the relationship between the breadth of knowledge and employment and overall quality is not direct, so it is not the most concerned by students and parents. This can fully explain that among the 22 universities surveyed, "high quality" and "advanced" are used most frequently in the orientation of talent training objectives, the frequency of use is 7 times, and the frequency of "composite type" is the deeper reasons.

### **3. The Application of Undergraduate Marketing Professional Differentiation Market Positioning**

In 1980, Michael E. Porter, a professor at Harvard University, proposed a differentiation strategy under the current fierce competition of enterprises. The core meaning of this strategy is to provide customers with high-quality and high-quality first-class products and services by exceeding the technological innovation ability and marketing ability of competitors, highlighting the characteristics of the product, so that enterprises occupy the market advantage in the competition and achieve sustainable development. In the field of higher education, the differentiation strategy is reflected in the diversified development of higher education. The university relies on the needs of regional economic development, combines its historical accumulation with existing resources, implements misplaced development, strengthens uniqueness, and reduces homogenization competition. Form a comparative advantage [2].

Market positioning, which establishes and disseminates the unique position of products or services in the minds of target consumers, gives consumers a unique reason to buy, thereby enhancing product competitiveness.

The key and core of market positioning is differentiation. In the process of running a marketing major, colleges and universities are also trying to find differences. The common differentiation strategies are:

#### **(1) Development positioning differentiation**

The marketing major of private colleges and universities can only be taught in a fierce manner if they clearly define their own advantages and strategic positioning.

It has a place in the education market. Its own advantages may come from the advantages of the school in a certain industry, with obvious industry dependence. For example, Xi'an Medical College and Shaanxi University of Traditional Chinese Medicine make full use of the advantages in the pharmaceutical industry to develop pharmaceutical marketing. Xijing College makes full use of the school in engineering. The advantage of building engineering marketing talents. It may also be from the advantages of secondary colleges, such as the secondary college of Weinan Normal University, which is established in 2016. Whether it is the secondary college or the school that has a unique industry advantage, the school's marketing professional can "take advantage of the cool under the tree" and make full use of its advantages to develop itself.

#### **(2) Differentiation of teaching methods/differentiation of talent training mode**

The talent training mode refers to the style that is generated by the organization and operation of the basic elements of talent training activities under the guidance of certain educational ideas and theories. It is the abstraction, simplification and purification of talent cultivation activities, and it is the paradigm, style and method of talent cultivation activities.

The Outline of the National Medium- and Long-Term Education Reform and Development Plan (2010-2020) proposes to update the concept of talent cultivation in order to innovate the talent

training model. In this respect, private schools are actively exploring. For example, Xi'an Foreign Affairs College is the leading brand of innovation and entrepreneurship in Chinese universities. Its marketing specialty is a provincial-level specialty. Over the years, it has actively explored the professional + entrepreneurial model in the context of low employment, focusing on student entrepreneurship. Cultivation of consciousness and ability. Xi'an Eurasia College's "3+X Customized Training" mode, which is the first three years of university study, the last year of the university, the multi-type enterprise management talents custom training program, through a large number of school-enterprise cooperation teaching time, for the school Enterprise cooperative enterprises train and select outstanding student management cadres, pay attention to the cultivation of students' ability, and highly meet the training requirements of applied talents [3].

#### (3) Differentiating curriculum

The marketing talents of applied universities should be closely integrated with the needs of local industries. On the basis of the general ability of marketing professionals, the curriculum modules are set up and dynamically combined with the talent differentiation requirements [4].

The differentiation of curriculum is the source of professional differentiation and competitive advantage. Professional features must be reflected in the featured courses. The featured courses must be closely integrated with market needs and industry knowledge to enhance the employment competitiveness of students and achieve zero-distance employment for students. For example, the marketing specialty of Shaanxi University of Traditional Chinese Medicine has established core courses such as pharmacy management, Chinese pharmacy, pharmacology, drug GPS technology, and medicinal materials commodity science to cultivate students' basic knowledge of pharmacy. The engineering marketing direction of Xijing College provides engineering courses such as engineering introduction, engineering mathematics, engineering knowledge drawing, and project management. These are the special courses offered by the school. Through the opening of special courses, the differentiation and compounding are better realized. Cultivation of talents [5].

#### (4) Employment-oriented differentiation

Employment is the ultimate and most effective indicator for the development of professional development. With the development orientation of misplaced, unique talent training mode, and the characteristic curriculum design that meets the needs of the industry, we can finally cultivate outstanding talents that meet the needs of the industry. Achieved the differentiation of employment orientation. Only by realizing the differentiation of employment can we fully verify the rationality and effectiveness of the differentiation of professional development orientation.

The students of private colleges mainly focus on applied talents. Therefore, they should overcome the blind increase in employment orientation. For the students of marketing majors, the high-level talents are mainly based on high-level management and marketing planning, mainly for graduate students. Education and general undergraduate education, while applied undergraduate and vocational education is mainly to train executives of marketing programs or middle-level marketing management talents, mainly based on sales management. The secondary vocational education is mainly the service sales personnel who cultivate products. Graduates of applied universities should face up to the status quo in employment, give full play to their industry advantages, avoid positive competition with ordinary college graduates, and show their advantages in the industry competition and strive for opportunities [6].

#### (5) Differentiation of brand marketing

Brand is the main criterion for consumers to distinguish products or services. It is the promise made by producers or sellers to consumers, and it is the guarantee of quality and reputation. A good brand image is the basis for enhancing the popularity and reputation, and it is the magic weapon for the brand to last. All colleges and universities must enhance their brand awareness and enhance their brand image and brand value by ensuring quality, improving service, strengthening management, improving efficiency, continuously innovating, improving services, strengthening public relations, and leveraging advertising. For example, relying on the dual-class construction of Dongfeng, make full use of university resources to serve the local economy, strengthen school-enterprise cooperation, create professional special business cards, enhance professional

brand premiums, and enhance the professional first mention rate and goodwill [7].

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