

Exploration and Practice on the Training Model of Marketing Professionals in Adult Higher Education Based on the Concept of "Two Creations"

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Abstract: In the era of mass entrepreneurship and innovation, teachers need to pay more attention to the cultivation of talents in the teaching of marketing major of adult education. It also integrates innovation and entrepreneurship concept into it and regards it as the key issue of this construction at this stage. The main focus of this paper is to start from the professional construction level. It is recommended to pay attention to the concept of dual education, and effectively combine the marketing professional and the dual education concept to develop a systematic education plan to meet the learning and development needs of adults. This paper mainly analyzes the path of integrating the dual-creation concept in the process of adult higher education marketing professionals training, and puts forward its own insights and thoughts. It hopes to bring reference and reference to relevant researchers.

1. Introduction

The marketing profession occupies an extremely important position in the higher education system and has a certain degree of influence on the future development of adults. In recent years, some adult education colleges have increased their emphasis on innovation and entrepreneurship education, and gradually integrated the dual-creation concept into the work of adult higher education, with a view to injecting a source of motivation for the cultivation of high-quality and high-skilled talents. Under the background of the continuous transformation of adult higher education, it is necessary for marketing professional teachers to integrate the concept of "double creation" into the process of talent education, and gradually form a sound education system, thus laying a solid foundation for the future development of students. Firstly, this paper analyses the goal and significance of double-creative education, as follows.

2. The Objectives and Significance of Double Creative Education

First, the important role of double creative education. Under the situation of mass entrepreneurship and the continuous implementation of the concept of innovation and development, more and more adult schools are aware of the importance and necessity of integrating the concept of double-creation. In the process of integrating education with dual innovation, it is increasingly realized that the ultimate goal of dual education is to cultivate comprehensive talents with entrepreneurial quality and innovation consciousness, so that the cultivated talents can meet the needs of social development. At the same time, it can conform to the situation of national economic transformation. This has become an issue that must be paid attention to by adult higher education schools. This problem needs to be resolved in time.

Since the promotion of the promotion of innovation and entrepreneurship education in colleges and universities and the self-employment of college students, more and more adult colleges have realized the importance of implementing innovation and entrepreneurship education, and actively encourage students to complete their own business after graduation. Renew the traditional concept of employment, change the concept of development, do a good job of self-positioning, clarify their own development needs, establish a correct view of development, and then achieve sustainable development. Adult colleges and universities are required to focus on cultivating students' innovative consciousness and improving students' practical operation ability in the process of

practical teaching. On this basis, we should guide students to participate in Entrepreneurship activities, so as to make them more entrepreneurial, and then promote employment, and give full play to the advantages of adult graduates. In a word, the implementation of double-innovation education at this stage is in line with the transformation needs of adult colleges and universities, and more to meet the needs of socialist cause construction. It can inject applied talents, professional talents and high-quality talents into social development [1-3].

In the teaching of marketing major of adult higher education, we need to attach importance to the integration of the concept of double-creation education, take it as an opportunity for development, seize the opportunity and meet the challenge positively. Combining the current social development situation, clarifying the learning ability and future development needs of adults, formulating targeted talent training standards, gradually forming an educational atmosphere of tolerance and innovation, intensifying reforms, and truly implementing the goal of educational innovation. .

Second, the significance of the training of adult higher education marketing professionals under the dual education concept. In the process of cultivating talents for adult higher education marketing, more emphasis is placed on cultivating applied talents and skilled talents. It is necessary to combine the development situation of various industries at the current stage and according to the adjustment rules of industrial structure. First of all, it is clear that students will change their careers in the future, and they will focus on improving their entrepreneurial ability and innovation quality. Especially in the marketing professional teaching, it is necessary to infiltrate the concept of dual creation, truly realize the effective combination of the two, perfect the traditional marketing professional curriculum system, and lay a good foundation for the realization of the dual-creative talent cultivation goal. The ultimate goal of marketing teaching is to inject high-quality talents into enterprises, which should have strong professional quality and innovative spirit. Clear and skilled in sales skills and sales practice skills, understand the enterprise sales, management and planning and other work. These are the basic training objectives. In addition, teachers should make students more innovative, broaden their employment scope, and have more entrepreneurial ability. Teachers in adult colleges and universities are required to prepare for the past educational concepts, enrich the content and form of teaching, renew teaching concepts, and improve the curriculum system to meet the needs of adult development [4-6].

2.1 Training Path of Marketing Professional Talents in Adult Higher Education from the Perspective of Double-Creative Education

Under the background of the continuous implementation of the concept of "double creation", the traditional curriculum system should be reformed in the teaching process of quality marketing specialty in adult higher education, so as to make the teaching methods and contents more diversified. Strengthen the reform, combine the concept of "double creation" with the education of marketing major in adult education, improve the teaching efficiency, gradually improve students' entrepreneurial ability and make them more innovative. After graduation, they can also achieve sustainable development and have a long-term foothold in society. Through the analysis of this paper, it is suggested that we should start from the following aspects and formulate a targeted talent cultivation program so as to achieve the initial teaching objectives.

2.2 Cultivate students' innovative ability to make them more innovative

In the teaching of adult higher education marketing, teachers should focus on cultivating students' sense of innovation, making them more entrepreneurial, promoting students' all-round development and enhancing their overall quality. Shuangchuang is an advanced educational concept and a new way of life and work. Its ultimate goal is to improve students' practical ability and comprehensive quality. In the process of double-innovation education, teachers need to focus on cultivating students' innovative ideas and entrepreneurship concepts, gradually forming new development thinking, and avoiding the limitation of traditional development concepts.

2.3 Innovation of Practical Teaching Method and Establishment of Open Classroom

In the teaching practice of marketing major in adult higher education under the concept of

double-creation education, it is necessary to establish an open teaching classroom, which can properly increase marketing projects or open a second classroom. To guide students to participate in it, students are required to complete relevant tasks in marketing projects through cooperative learning and independent inquiry, and to strengthen practice in the process of completing the tasks, so as to put the concept of "double creation" into practice. In the dual-education education, we should focus on improving students' skill level, consolidate students' knowledge reserves, make them more practical and operational, have the key qualities in the entrepreneurial process, and gradually establish a sense of innovation. Adult graduates, when entering the society, will respond flexibly when faced with challenges, pay more attention to practice when solving problems, and do their best to deal with problems, thus minimizing losses [7-9].

2.4 Enrich teaching content and innovative educational methods

In the course of marketing professional teaching, the teaching and research personnel of adult higher education are required to update the previous teaching concepts and accelerate the reform of education. Start with yourself, form innovative thinking, improve entrepreneurial ability, and play its own role as a model to influence students in the subtle influence. Then students are made aware of the important influence of innovative thinking and entrepreneurial ability on future development, and gradually form a sense of self-growth. On this basis, they will also be willing to accept the guidance of teachers and take the initiative to participate in teaching activities. In addition, teachers should enrich the teaching content, use scenario simulation, cooperative learning and independent inquiry and other teaching methods, focusing on improving students' innovative consciousness, or organizing various marketing project activities. Guiding students to master entrepreneurship skills in the process of learning, so as to break through the limitations of previous learning models, find a breakthrough for development, lay a solid foundation for future entrepreneurship, but also to achieve long-term development.

2.5 Integrating resources to make teaching process more socialized

Adult higher education should attach importance to the development situation of double-creation, and integrate and summarize the existing teaching resources so as to form a new educational joint force. It is suggested that leaders and teaching and research personnel in adult colleges and universities should strengthen communication with surrounding enterprises and gradually form good cooperative relations. Provide training base for adult students' practical training, enable students to improve their comprehensive ability in practice, and form innovative consciousness in exploration. Teachers should strengthen guidance in the training course. Students in the class can be divided into several groups, and then set up a marketing team. Each team is required to do a good job in marketing research within a specified time, and enter the enterprise to complete the internship task. For example, a group can organize micro-entrepreneurial practices that focus on developing their skills. At the same time, we will do a good job in the actual combat simulation of the enterprise, gradually form a perfect social micro-entrepreneurship, and form a sound learning plan. After the program information is integrated, the teacher will be turned over to the teacher, and the teacher will immediately comment on the shortcomings. For the group that performs well, it should be encouraged to make it more self-confident and proud, and more dynamic.

In addition, adult higher education institutions should also contact local government departments to obtain effective educational resources, provide entrepreneurial incubation bases for adult higher education, marketers' studios, and entrepreneurial project platforms. A total of students practice learning, to truly achieve the integration of theory and practice of teaching objectives.

2.6 Emphasizing Cooperative Learning and Improving Students' Practice

In the teaching process of marketing specialty, teachers should design the whole teaching process in advance and implement the teaching work in strict accordance with the teaching plan, so as to ensure the standardization, order and efficiency of the teaching process and the learning efficiency of students. It is suggested that teachers in Colleges and universities use writing teaching methods to guide adult students to participate in classic cases of innovation and entrepreneurship and related

marketing projects through group discussions and writing paths. Create innovative entrepreneurship program, fully express their views and views, and integrate new ideas into the program, making the program more innovative, in line with the training requirements of marketing professionals. In the process, teachers should strengthen guidance and ensure that students learn more deeply and thoroughly through scientific intervention and proper monitoring. Or guide students to use computer technology to simulate the scene, so as to develop a sound marketing plan, including training activities, marketing consulting and other factors. Make the information in the planning plan more detailed, meticulous and rigorous, highlight the professionalism of the students, demonstrate their ability to innovate, and lay the foundation for the improvement of entrepreneurial ability.

3. Conclusion

In summary, this paper mainly discusses the practice mode of the adult higher education marketing professional talent cultivation mode under the dual creation education concept, and puts forward corresponding opinions. Firstly, it expounds the purpose and significance of the education of both sides, and then elaborates the specific practice path, and brings reference and reference for the relevant teaching and research personnel. We should really integrate the cultivation of marketing professionals in adult higher education with the concept of double-creation education, cultivate students' innovative consciousness and improve their entrepreneurial ability.

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