Research on the Integration of Marketing and “Ideological and Political Education” in Applied Undergraduate Universities in the New Situation

Chenglei Liang

1School of Business Administration, Dongfang College, ShanDong University of Finance and Economics, Taian, 271000, China

* The Corresponding author

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Abstract. The reform of “ideological and political education in curriculum” in application-oriented undergraduate colleges is being carried out in an all-round way. It effectively integrates professional knowledge with ideological and political education to achieve better education purposes. Marketing undertakes the mission of training application-oriented marketing talents with “both moral and talent” for all kinds of enterprises. It is the requirement of the new era to do a good job in the integration of specialized courses and ideological and political education and to build an integrated education system. Based on the connotation of “ideological and political education in curriculum”, this paper expounds the background of integrating ideological and political elements into marketing teaching and the difficulties that need to be paid attention to. At last, it puts forward the specific path of integrating ideological and political education into marketing teaching from the aspects of combing the ideological and political elements involved in marketing, clarifying teaching objectives, improving the richness of teaching resources, improving teaching methods, improving assessment links, aiming to provide an important reference for relevant educators. This paper is a comprehensive reform of marketing teaching under the concept of “ideological and political education in curriculum”, and relying on diversified construction path to ensure the smooth and effective implementation of ideological and political education.

1. Introduction

With the rapid development of the market economy and the popularization and application of new media technology, people's judgment, behavior cognition and thinking mode of values have changed greatly. It is becoming more and more important for the ideological and political work of Application-oriented Undergraduate Colleges to establish correct outlook on life, world outlook and values, enhance cultural self-confidence and build good professional quality among contemporary college students, but relying on ideological and political courses alone cannot meet the needs of talent training in the new era. Therefore, Xi Jinping put forward the new requirement of "the synergy effect of all kinds of courses and ideological and political theory courses" in the national university ideological and political work conference. To make full use of the classroom as the main channel and strengthen the integration of various courses and ideological and political theory courses has become an important concept of the active response of colleges and universities at this stage[1].

2. The Connotation of “Ideological and Political Education in Curriculum”

“Ideological and political education in curriculum” is to strengthen the classroom teaching management, pay attention to the full excavation of ideological and political education resources contained in each discipline, and take the whole staff, the whole process and the all-round education as the main principle to infiltrate ideological and political education in the teaching process of each discipline. While the ideological and political courses are undergoing teaching reform, the specialized courses must also proceed simultaneously. That is to say, in the process of teaching, in
addition to the teaching of knowledge and skills, we should also infiltrate the relevant content of ideological and political education into it, so as to fully integrate the ideological and political elements with the content of the specialized course, and promote the mutual integration of the specialized courses and ideological and political course.

Objectively speaking, “ideological and political education in curriculum” is a new teaching concept. To integrate it into curriculum teaching, all curriculum teachers should take moral education as an important responsibility. In this context, this integration represents the transformation from the simple ideological and political course to the ideological and political education in all majors, disciplines and curriculum systems[2].

3. The Background of the Teaching Reform of Integrating Ideological and Political Education into Marketing

3.1. Marketing Theory Should Embody Chinese Characteristics
Marketing was entered into university education in the 1980s. Currently, more than 95% of marketing textbooks that can be seen are based on the system of Marketing Management from Kotler in the United States. Although the theory and case are relatively classic, after all, they are from the western market environment. Western theories are not completely suitable for the needs of marketing teaching in Chinese universities. Therefore, Chinese universities must update their marketing theories, establish Chinese characteristics, and introduce more Chinese marketing cases into university classrooms.

3.2. New Requirements for Applied Undergraduate Universities in the New Era
The new era has put forward new requirements for undergraduate universities, especially for applied undergraduate universities. At the new era undergraduate education work conference held in Chengdu in June 2018, it was proposed to build a full-scale, whole process and all-round education pattern, comprehensively strengthen the construction of “ideological and political education in curriculum”, and scientifically and reasonably design the ideological and political education content according to the training characteristics of different requirements of professional ability and quality. We should strengthen every teacher's awareness of moral cultivation, and integrate ideological and political elements in every course.

3.3. Technological Progress Promotes the Transformation and Upgrading of Marketing
With the rapid development of the market economy, marketing means are constantly upgraded, and marketing technology is becoming more and more modern. In the unique background of the Chinese market, marketing practice has been faster than the renewal of textbooks. At present, modern marketing tends to integrate online and offline development more and more. At the same time, the implementation of a series of national strategies, such as beautiful China and rural revitalization, provides significant opportunities for enterprise transformation. The marketing practice of enterprises puts forward higher requirements for university education, which will inevitably promote the upgrading of marketing with Chinese characteristics[3].

3.4. Socialist Core Values Need to Be Implemented in University Education
The socialist core values are the value norms that every enterprise and every citizen should follow. Understanding the socialist core values can help college students establish a correct world outlook, outlook on life and values. This is a new requirement of the state for universities, and also the mission of university education. The integration of ideological and political education into the teaching of marketing is not a change of its professional course attributes, but a focus on the improvement of students' comprehensive ability, with the overall development of students as the focus.

3.5. Marketing Should Play the Role of Cultivating Students with Courses
The formulation and successful implementation of marketing strategies are closely related to China's political, cultural, social, economic, and technological environment. Under the background of the reform of moral education in higher education, it is of great political and social significance to sort out the relevant ideological and political elements, impart knowledge and cultivate ability, and accomplish the teaching goal of value leading for college students.
4. The Difficulties of Integrating Ideological and Political Education into Marketing

4.1. Improvement of Teachers' Quality

One of the difficulties in teaching reform of “ideological and political education in curriculum” lies in the quality of teachers. In the past teaching process, many teachers were only concerned about professional knowledge and not paid enough attention to ideological and political education, which set up obstacles for carrying out the teaching reform of “ideological and political education in curriculum”. To carry out ideological and political education, we must first understand politics, understand ideological and political, and ensure political correctness. In order to build morality and cultivate people, teachers must set up a correct world outlook, outlook on life and values.[4]

Therefore, the marketing teachers must study all kinds of published political documents, deeply understand the connotation of the socialist core values, understand the profound meaning of morality and human cultivation, and correctly understand the impact of macro-environmental factors on marketing according to the discipline requirements of marketing. Teachers should always pay attention to the current political changes, grasp the state affairs, and establish four senses and four self-confidence.

4.2. Choice of Ideological and Political Elements

Ideological and political elements are the foundation of ideological and political education. The collection, arrangement and selection of ideological and political elements are the two difficulties in the teaching reform. Ideological and political elements are very rich, but it is impossible to fully teach in a course. And limited to the level and ability of teachers, how to understand the ideological and political elements, how to make an effective choice according to the needs of marketing teaching, need to do a good job in ideological and political reform.

4.3. Balance Between Professional Knowledge and Ideological and Political Elements

Marketing is a professional course, which is obviously different from the ideological and political course. To achieve the organic integration of professional knowledge and ideological and political elements is the third difficulty. Although there are many ideological and political elements that can be integrated into marketing, the knowledge structure and knowledge system of the course cannot be disrupted in the teaching. It is necessary to achieve the organic balance of professional theory and ideological and political elements while imparting knowledge, which tests the ability of every teacher[5].

5. The Specific Path of Integrating Ideological and Political Education into Marketing Teaching

5.1. Sorting out the Ideological and Political Elements Involved in Marketing

Teachers should carefully study relevant documents and sort out various ideological and political elements that will be applied in the teaching of marketing, including the socialist core values, Xi Jinping's new socialist ideology with Chinese characteristics, new normal and new opportunities, new development ideas, supply-side reforms, "the Belt and Road Initiative", rural revitalization, and beautiful China, as well as the marketing case related to ideology and politics after the 18th CPC National Congress, and formulate the ideological and political Manual of marketing.

5.2. Clarify Teaching Objectives and Construct a Curriculum System

In the process of the construction of ideological and political education in marketing, we should first make clear the teaching objectives, and the education of students' professional ethics should be the main focus. Therefore, in the process of goal setting, we should focus on students' sense of social mission, sense of responsibility and professional ethics, and integrate relevant ideological and political education content into curriculum teaching, so as to promote the simultaneous improvement of their professional knowledge level and moral quality level.

Secondly, when establishing the ideological and political system of marketing, we can start from the following two modules: First, it is the content of basic ideological and political education, mainly focusing on the infiltration of the content of socialism with Chinese characteristics, so that students' social morality, behavior norms and legal knowledge can be effectively improved, and
then form a correct outlook on life and values. Second, in order to better integrate with marketing, we need to focus on the characteristics of college students and the related employment direction, pay attention to the strengthening of vocational ideals, professional ethics and professional literacy education, which is also an important guarantee to cultivate talents that can more meet the needs of society[4].

5.3. Improve the Richness of Teaching Resources and Highlight the Characteristics of Courses

In the process of Integrating ideological and political education into marketing, we should pay attention to the combination with the characteristics of the course, so that the distinctive characteristics of the course can be fully highlighted, which can not only help students better grasp the relevant knowledge of marketing, but also give ideological and political education more attraction and appeal, and students' acceptance is also easy to improve. On the one hand, we should pay attention to the embodiment of curriculum characteristics in the process of integration. When carrying out the teaching of marketing, teachers should always take the training objective of marketing as the guide, the teaching content and cases as the foothold, and the hot spot analysis of students' interest as the breakthrough point, so as to realize the full integration of ideological and political education in the vivid teaching process. And can let students analyze the professional problems and ideological and political problems in the actual cases in the form of discussion, which is also an important carrier to help students establish professional ethics, professional discipline and a sense of responsibility.

In practice, we collected typical marketing cases such as Evergrande's participation in targeted poverty alleviation, the state's explicit prohibition of luxury packaging, to help students correctly understand how to seize the major national development opportunities and formulate enterprise strategies? How to establish the right marketing concepts, such as interest, value, social marketing and green marketing while undertaking the responsibility of social marketing? And how to do business in compliance with the law, and at the same time can return to society through sponsorship, poverty alleviation, legal taxation and other forms, so as to build a good image for the long-term development of enterprises. On the other hand, we should pay attention to the effective connection between the practical teaching content and the professional practice, take the perfect system and organization as the support and guarantee, strengthen the communication and exchange with the ideological and political education teachers, promote the integration of ideological and political elements into the practical courses, so that students can learn the ideological and political content in the actual working environment, which is also beneficial to their subsequent career development.

5.4. Improve Teaching Methods and Promote the Effectiveness of “ideological and political education in curriculum”

First, we should pay attention to the introduction of model education and stimulate students' enthusiasm for learning. In the process of integration, teachers can take the field of the marketing industry as a foothold, select people with higher professional quality and students are more familiar with, and introduce them in class to help students deepen their understanding. Through such away, we can not only improve the attractiveness of marketing courses to students, but also deepen the understanding of their good moral character in the process of understanding the model, and internalize it as the driving force of their own learning.

Second, rely on the network platform to strengthen the communication between teachers and students. For example, WeChat group is an important platform for communication between teachers and students at this stage. Therefore, in the process of integration, we can take the marketing-related content learned every week as the foothold, analyze the hidden ideological and political education resources, and take them as the theme of communication and exchange between teachers and students, which can not only help students consolidate their knowledge, but also promote the improvement of their ideological and political level[3].

Third, we should pay attention to the establishment of an incentive mechanism so as to stimulate students' enthusiasm for learning. For example, in the teaching of marketing, teachers can take what they have learned as a guide, let students talk about their ideas and insights in the learning process of this section, and give some rewards to the students who actively speak. In terms of practice, it is
also possible to organize debates on ideological and political issues in the field of marketing, and give appropriate rewards to the participating students, so as to stimulate their enthusiasm to participate in similar practical activities in the future. It is precise because of the establishment of incentive mechanism, it can also encourage and mobilize other students who do not participate in the activities, and it is an effective measure to improve students' participation in the ideological and political curriculum. Through practical participation, students can not only stimulate their motivation to study marketing and ideological and political courses, but also have a positive significance for the improvement of the effectiveness of this reform.

5.5. Improve the Assessment Process

Process assessment and final examination paper assessment are adopted, with each score accounting for 50%. About process assessment, should change the content of homework, let students discuss the important influence of the strategy of beauty China, "the Belt and Road Initiative" on enterprises, so that students can correctly treat and understand state affairs and set up a strategic view that enterprises should cooperate with national strategic development and seize opportunities. In the closed-book exam, the short answer questions and the exposition questions were reformed to allow students to analyze marketing problems based on some case materials and ideological and political knowledge. This can change the past simple assessment of students' mastery of knowledge, innovate the assessment method of value leading objectives, and provide a reference for other professional courses to carry out relevant reforms[1].

6. Conclusion

This reform is a new teaching concept putting forward in recent years, which is an important measure and path to promote students' professional knowledge and ideological and political level. Having both ability and political integrity is the needs of every employer, as well as the development of the country and society. As a practical tool course, the marketing course will meet the needs of the development of society and enterprises. Therefore, in the process of marketing teaching in applied universities, we must increase the emphasis on ideological and political education, and rely on diversified construction path to ensure the smooth and effective implementation of ideological and political in the curriculum, and then output more high-quality marketing talents for the society.

References


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