Exploration and Analysis on the “Competition Inspired Reform” in the Curriculum Reform of Omnimedia Marketing—Taking “The Think-Youth Shanghai” as an Example

Jingjing Ye

1 Shanghai Jian Qiao University, Shanghai, 201306, China

Keywords: Competition Inspired Reform; Omnimedia Marketing; Curriculum reform; Innovation practice ability; Applied technology

Abstract. In order to strengthen the practical teaching system in the curriculum of Omnimedia Marketing and improve students' practical ability, the author believes that “Competition Inspired Reform” can be applied to accelerate the development of the curriculum practice platform and improve students' ability on marketing planning. This paper discusses the necessity of “Competition Inspired Reform” in the teaching reform of Omnimedia Marketing and analyzed new problems during its implementation based on the study of Omnimedia Marketing and the “Think-Youth Shanghai” (Internet + cultural creativity) competition. It is verified that “Competition Inspired Reform” improves students' practical ability as well as the teaching system of the curriculum based on achievements of two years’ education reform, this innovation matches the development strategy of the university on applied technology and the trend of Shanghai's economic transformation and development.

1. Introduction

In recent years, the cultural and creative industry has become an important pillar industry of Shanghai's national economic and social development. The total output of Shanghai's cultural and creative industry is 1043.3 billion RMB, accounting for more than 12% of the city's GDP; the added value of the industry is 339.5 billion RMB, up 8.2% year on year. On December 14, 2017, the Shanghai Conference on accelerating the innovation and development of cultural and creative industries was held and issued several opinions on accelerating the innovation and development of cultural and creative industries in Shanghai (referred to as 50 articles of cultural and creative industries) [1]. Cultural and creative industries have also become an important driving force for Shanghai's innovation-driven development and economic transformation and upgrading, which will inevitably put forward new requirements and reform directions for the corresponding personnel training methods and teaching contents of local colleges and universities in Shanghai.

Article 5 of the Higher Education Law of the People's Republic of China (2018 Edition) stipulates that the task of higher education is to train senior professionals with a sense of social responsibility, innovative spirit and practical ability, develop science and technology culture, and promote socialist modernization. At present, the Ministry of Education is vigorously promoting the transformation of local colleges and universities into an application-oriented model. In accordance with the principles of "interest-driven, autonomous practice, and process-oriented", it advocates innovative practice with students as the main body, and promotes local colleges and universities in teaching content, curriculum system, and practice comprehensive reforms will be carried out in various aspects, such as improving the ability of college students to innovate and develop[2]. As a multi-disciplinary applied technology-based undergraduate school based in Shanghai and radiating the Yangtze River Delta, Shanghai Jian Qiao University, comprehensively promote curriculum reform of teaching content. Along with the requirements of social development and the further advancement of education reform, as a 2018 key curriculum construction project of Shanghai Jian Qiao University, the author has carried out relevant curriculum reform of Omnimedia Marketing practices and explorations about two years. The exploration and reflection of curriculum reform are summarized as follows.
2. The Necessity of Establishing the “Competition Inspired Reform”

2.1. Status and problems of Omnimedia Marketing

According to the author's survey, there are relatively few media marketing curriculums offered in Shanghai Applied Research University Communication College (Secondary College), but in applied technology universities such as Sanda University and Shanghai Jian Qiao University. Offer such curriculums. The former set up Social Media Marketing, while the latter set up Omnimedia Marketing. Regardless of the original purpose of the media marketing curriculums, most of the media marketing curriculums are designed as theoretical curriculums in the actual teaching system of many universities. Omnimedia Marketing is the same, too.

The nature of Omnimedia Marketing curriculums leads to the setting of curriculum content also tends to theoretical knowledge points: related marketing theories, such as 4P, 4C, etc., the latest trends in media marketing, such as Event Marketing, Hunger Marketing, and Crossover Marketing and so on; writing media marketing programs, etc. In the past teaching practice, the author often pays attention to the cultivation of students' basic theoretical knowledge, but also lacks the systematic design of practical teaching. With the deepening of curriculum construction, the author believes that the biggest problem currently existing in the curriculum of Omnimedia Marketing is the lack of the establishment of a practical system and the training of a practical platform. The author believes that strengthening construction and reform in this area is imperative.

2.2. The Necessity of the “Competition Inspired Reform” in the curriculum reform of Omnimedia Marketing.

How to strengthen the establishment of practice system and promote the development of practice platform in the curriculum of Omnimedia Marketing, the author thinks that we can use the “Competition Inspired Reform” for reference to enhance the development of practice platform and promote the improvement of students' innovative practice ability. The “Competition Inspired Reform” is not only an access point, but also an opportunity. It can not only improve the practical ability of students but also improve the teaching system of Omnimedia Marketing. So how to implement the “Competition Inspired Reform”? This includes not only what kind of competition to choose as the competition item of the curriculum, but also how to combine the competition with the teaching of Omnimedia Marketing? How to improve students' practical ability through specific competitions? The author began to screen some related events and finally determined The “Think-Youth Shanghai” (Abbreviation: TYSH) (Internet + cultural creative) for the reform of Omnimedia Marketing.

Although The National Advertising Art Design Competition For College Students with higher credibility and reputation, from the perspective of the fitness and curriculum tightness, the author thinks that TYSH is more suitable for the curriculum reform practice of Omnimedia Marketing.

TYSH is a competition sponsored by Shanghai Municipal Education Commission. From 2016 to 2019, Shanghai Municipal Education Commission has carried out four competitions. According to the characteristics of colleges and universities, the classification of disciplines and the docking with cultural and creative parks, the competition is divided into 9 categories. The author believes that using TYSH(Internet + cultural and creative) competition to carry out the “Competition Inspired Reform” can make up for the shortage of the practical training links in the field of traditional media teaching, effectively enhance the students' practical ability and promote the establishment of the practice system of Omnimedia Marketing.

3. The Specific Implementation of the “Competition Inspired Reform”

In 2018 and 2019, I led students to take part in TYSH. In 2018, the student's work, "timely rain" self-service raincoat rental, won a three prize. In 2019, the student's work "e+ cat house", "little Case" and "subway to spring" won three awards respectively. In the process of participation, relevant process work is recorded, communicated and summarized in a timely manner; now reviewing the participation process and summarizing the experience and lessons of implementing the “Competition Inspired Reform” can better improve the practice curriculum system of
Omnimedia Marketing and improve the importance of “Competition Inspired Reform” in the curriculum reform.

3.1. Details of two competitions

In the first year (2018), in Omnimedia Marketing, the author designed TYSH (Internet + cultural creative) works as the highest proportion of homework and asked the student team to complete. However, due to the time, Omnimedia Marketing is set up in September of each academic year, but the competition of TYSH is from March to May of each year. Therefore, in 2018, the author only informed the group with the highest score of this assignment in the Omnimedia Marketing class to carry out relevant modifications to participate in the competition and win the third prize. (“timely rain” self-service raincoat rental)

In the second year (2019), the author designed the requirements of the competition as a process result of the curriculum in other curriculums, organized all the students in the class to participate in the group, and finally won three third prizes. (E + cat house, little case, subway to spring)

In order to better achieve the effect of curriculum reform, the author of the guidance process is to implement the combination of in class and out of class, full-time professional guidance. On the one hand, traditional face-to-face communication is used; on the other hand, telephone and instant messaging software are used for communication. For any problem in any stage of creation, timely make corresponding guidance and suggestions, including QQ, WeChat private chat and group chat. Private chat mainly solves the personalized problems of individual students. Group chat mainly issues notices to control the overall progress of the class. At the same time, it uses the characteristics of QQ and WeChat multimedia to transmit the students' first draft, revised draft, PPT sample, return comments, issue guidance and suggestions in words or voice, and use a variety of counseling methods to achieve the purpose of two-way interactive communication[3].

3.2. Solutions and creative suggestions

TYSH (Internet + cultural creative) has been held for four times. The main works of the competition include (but are not limited to) the following types: (1) "Internet +" cultural and creative industries; (2) "Internet +" new Format; (3) "Internet +" traditional industries; (4) Internet + public services; (5) "Internet +" legacy products; (6) "Internet +" Social Entrepreneurship.

How to make students of different majors accurately to master the key in the competition, and combine the knowledge points of relevant curriculums with the competition, the author needs to fully interpret the relevant topics in advance. First of all, there are six major types of competition: the first is the Internet + literary creation industry. For this kind of work, the author interprets this way: original literary creation, original games, original animated products, as long as giving them the thought of "Internet +", can be the creativity of the first category; the second category is the Internet + new format. I believe this type is closely integrated with high technology. Unless we have a solid technical background, we generally do not recommend students to do this kind of creation. The third category is the "Internet +" traditional industry. I believe that unless there have rich application experiences and abilities, it is not recommended that students do this kind of creativity. The fourth category is the "Internet +" public service. This is a category that highlights ideas and recommends students to participate in. Starting from the needs of daily life and the needs of related education, we need to find the project's demand points in real life and carry out the prototype design of the project; the fifth, sixth category is "Internet +" legacy products inheritance and "Internet +" social entrepreneurship, these two items. They are also two categories that students can participate in, but only if they have practical experience related to intangible cultural heritage inheritance or public welfare. Therefore, the author thinks that the fourth category of the established type: "Internet +" public service, is the main type of students participating in TYSH. It requires students to start small, and start from their actual needs. According to the principle of demand orientation, we should use relevant creative elements and “Internet Thinking” to meet the actual needs and complete the competition items.

In addition, as a competition held by the education committee, the author believes that "Internet +" is also a hot topic for students to focus on creation. In the process of guidance, The 40th Anniversary of Reform and Opening Up in 2018 and The 70th Anniversary of the founding of the
人民共和国在2019年，垃圾分类也是一个热门话题。从热点出发，也可以通过相关的媒体形式来传播热点，通过潜在营销和娱乐营销，吸引更多年轻人的关注，激发学习的波浪。

从两项比赛的结果来看，作者的解释是正确的。"及时雨"自助雨衣租赁，e+宠物屋，和小案等都属于互联网+公共服务类；"地铁之春"为庆祝中华人民共和国成立70周年。

3.3. 两大细节决定成败

TYSH是一项在上海举办的高水平比赛，学生不仅要与其他应用技术类大学的学生竞争，还要与其他顶尖大学如复旦大学和上海交通大学等的学生竞争。除了工作本身的新颖性外，我认为更重要的是提交材料的质量和细节。在指导比赛的过程中，作者一直坚持两个细节：一个是申请表和最终草案必须反复商讨，精炼。项目名称应具有吸引力，易于记忆。概要应突出，紧密联系到项目标题。第二个是推荐使用PPT，PPT需要精心制作，美观，高亮。

4. 反思与问题解决方案

一方面，TYSH展示了大学教学成果的最新创新，另一方面，它也激活了校园的创新和就业潜力，孵化出了一批有创意的创业精神，培养了专业技能与创新，为学生搭建了更广阔的实践平台。

论文聚焦于"竞赛启迪改革"的必要性以及具体的执行计划。从具体执行者到课程设计者，作者逐渐完成了角色的转变。从全局的角度来看，作者认为取得了一些成就，但也出现了新问题。

新问题："竞赛启迪改革"具有上海地方性，但缺乏学校特色。

通过利用TYSH比赛平台，建立全媒营销的课堂实践，课程改革得到了很好的实现。地方特色是应用型大学的基本特征，决定了应用型大学的服务范围和方向。如果应用型院校运营良好，必须扎根于地方，与地方经济社会发展相融合，成为地方经济和社会发展的重要引擎。因此，这些应用型院校必须有鲜明的地方特色，并深深烙印在地方性，服务地方经济和社会发展，解决地方企业技术问题，培养地方应用型人才。

但仅参加TYSH，我认为很难形成课程特色。作为课程改革的设计者，作者认为有必要在高级设计中体现上海建桥大学的课程特色。一项关于上海建桥大学的三个特色：优秀桥梁项目、雷锋精神、ISO9001质量体系。作为大学课程改革项目，作者认为"雷锋精神"是有效融合互联网+热点的点，不仅符合互联网+热点的特征，也反映了上海建桥大学的特色。但如何有机结合，不仅能让学生积极参与比赛，而且不让学生厌烦；不仅要提高学生的实践能力，也要实现专业课程的思政教育。
5. Conclusion

The author thinks that to TYSH (Internet + culture creative class) as a platform; practice the “Competition Inspired Reform” not only to promote the applied practice curriculum reform of Omnimedia Marketing but also to promote the improvement of students' ability. The author firmly believes that the “Competition Inspired Reform” will organically combine school professional education with social needs, keep up with the development trend of the industry, will be able to cultivate more excellent media marketing and creative talents [3].

Acknowledgment

This paper is one of the deliverables of the key curriculum construction project on "Omnimedia Marketing" in Shanghai Jian Qiao University in 2018.

References


