

## Research on the Training Model of High-paying Employment in Yunnan Technology and Business University

### ---- Take the Marketing Profession as an Example

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**Abstract.** With the continuous improvement of the socialist market economic system, the demand for marketing talents by society and enterprises is increasingly urgent. Our school's concept of running an applied university is focused on cultivating applied talents who can work in large and medium-sized enterprises in terminal sales, customer relationship management, and marketing planning. Through the current employment situation of marketing graduates in our school, this paper deeply analyzes the influencing factors and existing problems of college graduates' high-paying employment, and studies the establishment and application of high-paying employment training mode and training system in response to the current demand for marketing talents. Students' hands-on ability explores a comprehensive program that can promote high-paying employment for graduates of Yunnan Business and Technology College.

### Analysis of Talent Needs

In order to scientifically predict the employment market, strengthen exchanges and cooperation with employers, broaden the channels for enrollment, objectively reflect the current graduate quality and social reputation of our school, and timely discover the professional setting, quality education, teaching reform, and student management of marketing majors. There are deficiencies in other aspects. Through research, we have obtained a wealth of information, which has important guiding significance for the talent training and employment of our school.

The survey was mainly conducted through field visits, inspections, interviews with the deputy general manager, general manager and talent center of the company's marketing business, or by telephone, supplemented by online inquiry of relevant information and questionnaires.

**Status of Local Industry and Industry Development.** As the country has been vigorously promoting the Internet and IoT-related industries, Internet marketing combined with e-commerce and cross-border e-commerce combined with international trade will have great development prospects.

The ultimate manifestation of the salary of the marketing industry is “more work and more”. All industries and industries are paying more and more attention to sales, because the competition will be more intense, and the new business model will also make sales more important, direct sales, distribution, network, advertising, etc. Wait, it can be said that marketing is everywhere, and the marketing professional employment prospects are very good.

Marketing professionals can engage in corporate marketing management, customer resource management, network marketing management, marketing planning, marketing diagnosis, market research and consulting in business and industry, foreign trade, finance, insurance, securities, tourism, real estate and other enterprises and institutions.

**Enterprise Status and Talent Demand.** The demand for marketing posts in Yunnan Province accounts for 40% to 50% of the total demand for jobs, the demand for first-line production technology jobs accounts for about 20%, and accounting and administration account for 7% of total demand. Marketing ranks first in all recruitment professions, and second in job hunting professions, there is a good momentum of both supply and demand. The main employment positions in marketing major include sales manager, business representative, promoter, and after-sales service.

The investigation of the knowledge structure requirements of marketing professionals for enterprises shows that the most important thing for enterprises is the understanding and mastery of marketing talents in the industry and the knowledge of the company's products. We hope to be familiar with the industry and familiar with the products as soon as possible, without going too long. The training period can be put into marketing jobs.

According to the questionnaire survey data of recent graduates, 73% of the marketing graduates engaged in sales business representatives, sales clerk and after-sales service, and 27% engaged in other occupations. This shows that the employment position of marketing professionals is very high.

Survey of the relevant courses of marketing majors through the investigation of the awareness and importance of relevant courses offered by marketing professionals, marketing, market research and forecasting, marketing techniques and business negotiation, marketing planning can be initially determined. Courses such as customer service practices are core courses in marketing.

When selecting marketing professionals, companies should pay more attention to their practical skills and experience, and whether they understand the industry.

At present, the internship period of the marketing majors of Yunnan Institute of Business and Technology is set to the fourth and sixth semester respectively, and the undergraduate students are set to the fifth and eighth semester. Students are better at the school based on relevant theories and then have better internships. .

Nowadays, there are many foreign trade businesses in Yunnan, and the market demand is quite different. Enterprises must sensitively capture market information of different countries and regions, and coordinate various aspects.

Enterprises require marketing talents to have the ability to communicate, develop, negotiate business, and seize business opportunities. Some companies also hope that you have a wide range of customer resources, and can plan and produce marketing plans, and can control and manage the implementation of the program.

According to the survey, in actual work, many companies have encountered graduates leaving their jobs to take away customer resources, disclose corporate secrets, and even take away the sales of products, which makes them particularly valued in this regard.

**Employment of Graduates.** The actual employment distribution of graduates of this major

The salesperson or supervisor position of the sales department of the enterprise;

Promoters, salesmen, etc. of retail enterprises or wholesale enterprises;

Market investigation, information statistics, after-sales service and other positions of the enterprise marketing department;

Marketing planning and market forecasting personnel of the enterprise;

Relevant positions of various consulting companies.

For the graduates of marketing majors, the overall evaluation of employment units is better, which is relatively higher than that of other majors in our school and other similar institutions. The overall evaluation of the employment unit for marketing graduates is a positive attitude, a spirit of diligence and pragmatism; a broad knowledge, quick start, and a strong sense of innovation.

## **The Exploration of Talent Training Mode in Marketing Specialty**

**Talent Training Objectives.** Marketing professional training to meet the needs of social and economic development, with the basic theories and professional knowledge of marketing professional, master the skills of engaging in marketing activities and market management, and possessing the ability of market research, marketing planning and sales management.

**Real Estate Marketing High-Paying Industry Focus.** According to the July 16, 2018, the National Bureau of Statistics website published a monthly report on the real estate development and sales status. The report summarized the development of the real estate market in the first half of 2018. According to the report, from January to June 2018, the national real estate development investment was 555.3 billion yuan, a year-on-year increase of 9.7%, of which housing investment accounted for 70.2%, an increase of 13.6%. Under the strict control of the real estate market in the

first half of the year, the growth rate of single digits basically met expectations.

After investigating the professional positions in the marketing industry, it is determined that the real estate marketing position is higher in salary and the marketing profession focuses on real estate marketing positions. In-depth cooperation with the real estate industry, the school and enterprise jointly build talent training programs, build courses, build a team of teachers, and jointly establish employment cooperation, internalize corporate training, and enhance the employment competitiveness of graduates.

**Existing Talent Training Mode for Marketing Major of Yunnan Institute of Business and Technology.** Carry out "school-enterprise exchange, job rotation training", realize the school-enterprise joint construction curriculum carry out diversified practical teaching modes such as marketing training, pre-job training, and post-training.

**Exploration of the Marketing Excellence Class Model.** At present, our school has jointly established a marketing excellence class with Kunming Zunyuan Real Estate Agency Co., Ltd. in September 2017 to realize the joint construction of school-enterprise courses. The enterprise training lecturers and the school teachers jointly teach, half of the time to complete the theoretical study in the school, half the class is led by professional teachers to train in the company. Through the salary survey of the Marketing Excellence Class in December 2017, the proportion of students who have just opened a job in one month has reached 61%, including more than two monthly bills, and 18% of students with a salary of more than 5,000 yuan. The proportion of students with a monthly salary of more than 8,000 yuan is 11%.

The employer gave high praise to the students' professional ability and professional quality. None of the students who had not yet opened the bill gave up and refused to withdraw. They are still working hard to improve and their mentality is very positive. Zunyuan Real Estate Leadership said that in 2018, it will increase the scale of cooperation between the excellent classes, and the marketing professional will promote the joint development of business management and human resources management.

Corporate training internalization (excellent class schedule = corporate training course + on-campus professional literacy course)

After the early stage of docking with the enterprise, according to the needs of the enterprise, the company introduced the internal training course, combined with the characteristics of the school's inspirational education, integrated into the school's professional quality training class, and cultivated students' post ability and healthy and up-to-date professional mentality.

Double tutor system (teacher = corporate lecturer + full-time teacher)

The instructors are staffed by experienced managers at the managerial level and above, and teachers with industry practical experience. Corporate instructors teach corporate culture, real estate basic knowledge, taxes, and caller skills. The instructors teach marketing basics and careers.

Multi-dimensional assessment

The student's score is composed of the corporate tutor score (30%), the teacher's score (the total of the 90-day on-the-job training task card of the Zunyuan newcomer is 21%, accounting for 30%), the student summary (30%), and the usual homework score (10%). Multi-dimensional assessment can comprehensively grasp the mastery of students' skills, and is linked to the enterprise new-person assessment system, achieving "graduation is the job" and shortening the employment adaptation period.

In order to better provide students with on-campus practice venues and achieve "enterprise training enterpriseization", and negotiate with Zunyuan Real Estate, in July 2018, the company will invest in the construction of "Zunyuan Marketing Elite Training Center", which will be fully invested by enterprises. Simulation training provides practical venues for 2018 class students.

## **The Problems in the Exploration of High-Paying Employment Training Mode**

Through the establishment of marketing excellence classes, Yunnan Institute of Business and Technology actively explores teaching ideas, applies practical skills in practical work of some enterprises to classroom teaching, and strives to cultivate students' practical ability to cooperate,

explore independently and be brave in innovation. Professional teaching is inseparable from the current industry situation and its future development. Therefore, the professional development of applied universities needs to be close to the market, encouraging students to actively understand the actual situation of the industry, so that students can combine what they have learned with reality so that they can Real learning is what you use. Because it is the first time to start a class, there are still many problems in the whole teaching process. For example, the number of students is insufficient, the mechanism of the entire class of excellence is not perfect, the enterprise project needs to work hard to connect, and the required facilities need to be improved. These will continue to learn and explore in the future work, strict requirements to strengthen management, and strengthen the professional excellence class.

Through this semester, we will use the marketing excellence class as a pilot to explore the high-paying employment model and find the following problems:

During the semester, the marketing excellence class was generally less motivated by the students during the early enrollment promotion. It can be seen that the explanation of the excellent class in the early stage is not thorough enough, the advantage is not accurately expressed, and there is fear of the excellent class mode, and it is feared that the test will not pass the graduation certificate.

Students are rich in theoretical knowledge and lack practical experience.

At present, the students' lack of real enterprise training in the school curriculum, although there are practical project training links, but still floating on the surface can not really feel the work link, failed to get better practical ability training, students are not strong enough.

Insufficient training conditions, school-enterprise cooperation still needs deep integration

Although the marketing excellence class teaching is connected with the enterprise, the training room jointly built by the school and Zunyuan Real Estate has not yet been completed. Therefore, the previous in-school courses are carried out in the classroom of the excellent class theory, and the actual practice teaching has not been realized. The training room can be used after it is built. Although the follow-up half of the semester is arranged in the practice teaching of enterprises, but there is no real-life simulation in the early stage, the students' practical ability reserve has not yet reached the best. It is also necessary to further strengthen cooperation with well-known enterprises, innovative cooperation methods, and deep integration.

At present, the students in the excellent class are all selected elites. Their professional foundation and level of study cannot fully represent the general students, and the purpose of high-paying employment is to help middle-class students get high salaries. Based on the research of the excellent class, it is necessary to further explore the high-paying teaching mode of ordinary students.

## **The Implementation Strategy of High-Paying Employment Training Model**

Through the attempt of the excellent class model, in addition to the measures already implemented, the implementation strategy of the high-paying employment training model is summarized as follows:

Adopting the concept of “project-driven, learning and combining”, combined with “teacher studio”, the professional teachers will guide the “school-enterprise exchange and post-training”, strengthen and zero-docking, and realize “learning and combining, ability to deliver”. Into.”

Cooperate with well-known enterprises to carry out school-enterprise cooperation, and carry out diversified practical teaching modes such as marketing training, pre-job training, and fixed-term internships, in enrollment, training room construction, teacher training, teaching plan formulation and implementation, student assessment, student employment, etc. In terms of achieving school and enterprise participation, the company will move its corporate training courses into the campus to realize the internalization of corporate training. Students graduate and work, shorten the occupational adaptation period, and graduate work immediately.

In 2018, it plans to cooperate with Zunyuan Real Estate Broker Co., Ltd. to build a professional core course "Customer Relationship Management" quality course. The company tutor and the school teachers jointly teach the curriculum, and combine the requirements of the enterprise to develop a syllabus. The company provides real-life teaching venues and joint ventures.

Follow the "intra-school theory teaching + enterprise practice" way to allocate class hours, achieve targeted selection of enterprises, enterprise instructors and professional teachers closely follow, guidance, dual tutor system, seamlessly docking enterprises, and effectively enhance students' hands-on ability.

Encourage the establishment of a teacher studio to improve the quality of the dual divisions.

Actively strive for the support of the competent departments and the cooperation of cooperative enterprises in the conditions of running schools and professional construction, realize the sharing of human resources through the cooperation of school-enterprise cooperation and industry-university, introduce teachers of well-known enterprises, and jointly build a teaching team with dual-master quality to ensure high Quality and skill talents need to cultivate goals.

Teachers are encouraged to set up studios to lead students to complete enterprise training programs to achieve the goal of "returning to the furnace". Teachers can complete enterprise projects with high quality and also demonstrate the level of college teachers.

Establishing a professional society and teaching mechanism of "study to promote learning"

In 2016, Yunnan Institute of Business and Technology established a "Marketing Club" and "Marketing Practice Base" in cooperation with Wahaha Company. In 2016, it won the title and runner-up of the 7th Wahaha National College Students Creative Marketing Practice Competition. In the first half of 2017, the Marketing Society was established to bring together students who have a strong interest in marketing, and to provide talent reserves for the selection of advanced class enrollment, marketing contest selection and practical project implementation. After that, the scale of the community will be further expanded to enhance the enthusiasm of students to join the community, participate in practical exercises in the community, and enhance students' hands-on ability. After a semester attempt, on January 1, 2018, the "Business Elite Team" composed of members of the Marketing Association won the 10th Wahaha National University Student Workplace Marketing Practice Competition in Yunnan Province.

Practice has proved that the establishment of professional associations can effectively stimulate students' interest in learning, and other professions can also set up corresponding associations, combined with practical projects, to consolidate the foundation of student practice.

The third classroom of college teaching is the expansion and extension of the traditional first and second classrooms, which refers to the holiday practice activities outside the normal teaching activities time. Using the students' holiday practice activities to allow students to accept the test and evaluation of the society is of great significance to promote the all-round development of adults.

Strengthening the teaching activities of the third classroom enables students to communicate with others during the holidays, recognize their own deficiencies, find their own accurate positioning, and have a value orientation that is more suitable for their career development for future learning life, and also for follow-up Employment lays a good foundation and cultivates a good professional attitude.

First of all, from the pilot class of excellence, we will explore the model of high-paying employment. From the personality of the class, we will try to find the commonality of ordinary classes. From selection to project implementation to employment of students, it should be a long-term uninterrupted task. The "chain", the formation of this "ecological chain" is also the formation of a high-paying employment system.

In view of the current demand for marketing talents, through the trial of excellent classes, we will explore the establishment and application of high-paying employment training models and training systems, and enhance students' practical ability. The model of high-paying employment in the excellent class is currently in an experimental stage, aiming to become a model construction model for other professions through trials and demonstrations. Through task-driven, work-study combination, multi-pronged approach, comprehensive training, training students' practical skills and professional qualities.

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