

Reflections on the Teaching Reform of Marketing Course in Higher Vocational Colleges

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Abstract: In the new era, our country vigorously advocates educational reform, while the traditional teaching mode is being abandoned. Since marketing course is a highly applied subject in higher vocational colleges, the traditional teaching mode is no longer able to meet the needs of the training of modern marketing talents, and educational reform is imminent. This paper mainly analyzes the teaching characteristics and teaching status of marketing course, and puts forward reform suggestions from three aspects of curriculum contents setting, teaching methods and teaching means, hoping to help the teaching of marketing course in higher vocational colleges.

1. Introduction

Marketing course has gradually become an important subject to deliver talents to the country, but there are still a lot of problems and shortcomings in the teaching of this subject. In order to better supply talents for the country and improve teaching quality of Marketing discipline, teaching reform is inevitable in the current Marketing course in higher vocational colleges. Since many teachers have not enough teaching experience and their failure in applying scientific teaching methods, there are many problems in the teaching of students' theoretical knowledge as well as in the training of students' management and practice ability, resulting in their weak ability to practice and influence on their work, therefore, teaching reform is inevitable.

2. Talent Training Direction of Marketing Course

In the economic tide of new era, Marketing has a very strong application characteristic. This subject should target the cultivation of high-end skilled talents who are engaged in management in the field of economy and life.

According to statistics, the employment rate of Marketing in higher vocational colleges is as high as ninety percent in recent years. Although the figures show that the employment situation is very objective, based on the survey of graduates' employment post, we find that this situation is not objective. A lot of students with Marketing major engage in positions which have no relationship with what they have learned after graduation. In addition, through a tracking survey of the employment situation of graduates, most of them who are engaged in Marketing and Human Resource related professions mostly transfer jobs. At the same time, a survey shows that 2/3 of college students are likely to be refused or dismissed by enterprises due to their professional skills or professional functions. It is not difficult to find that enterprises are in urgent need of Marketing talents, while current students are unable to find jobs because of their unqualified professional skills. The main reason for this contradiction lies in that the education of higher vocational colleges is divorced from market demands. In order to relieve employment pressure, the reform of professional skills teaching has become an important task of Marketing major in higher vocational colleges.

The orientation of employment has a certain dynamic nature. For each period of economic development, it is difficult for us to seize the market demand information in time, which also brings difficulties for the Marketing teaching of higher vocational colleges. The practicality of Marketing determines that its teaching should make it an important task to train students to master professional

skills and main teaching purpose to cultivate students the skills of grasping market environment analysis and discovering target market. By cultivating students' practical ability through a variety of ways, it is possible to enable students to become Marketing talents needed by the society who can adapt to today's market .

That is to say, the important training direction of Marketing course is to attach importance to students' independent thinking and practical ability. Under the new normal economy, people in various roles in the market economy, including enterprise managers, technicians, salesmen and entrepreneurs, should have the ability to innovate, think and respond actively in the complex market environment, who are needed in the new era market. For teachers in higher vocational colleges, it is necessary for them to change the traditional teaching methods actively, guide students to think and cultivate their practical ability positively, seek the breakthrough of teaching methods and train talents who are able to meet the needs of the times.

3. Current Situation of Marketing Course Teaching in Higher Vocational Colleges

At present, the main teaching mode of Marketing course in higher vocational colleges is still the classroom teaching. However, the traditional classroom teaching could not meet the needs of the new period of learning any more, and is difficult to achieve good teaching effects. The main reasons for this phenomenon are as follows:

In present teaching mode, the proportion of theory teaching and practice setting in classroom is seriously out of balance, failing to highlight the teaching goal of cultivating compound and practical talents of Marketing. Current curriculum is still mainly based on theory, but the theoretical knowledge and cases in teaching materials can not keep up with the pace of the times and can not meet the needs of modern students. Teachers have not been aware of this problem in practical teaching, lacking timely correction and improvement of teaching content. The absence of teaching practice without thorough explanation of some key issues also can not help students to absorb or digest theoretical knowledge, which is also a reason why students' theoretical foundation is not solid. Besides, the outdated teaching cases in textbooks seriously deviate students' learning from actual life, making it more difficult to improve students' interest in learning.

Although teaching mode has changed greatly under the continuous educational reform, it is not a complete transformation which has a certain relationship with the limited teaching resources in higher vocational colleges. So far, the main teaching method of Marketing course still take traditional books and textbooks as the medium. Teachers still adopt the boring instillation method, resulting in boring and inflexible class without mutual interaction. In addition, since knowledge points of Marketing subject are relatively abstract, it is difficult to achieve the expected teaching effects by oral speech without more visual forms such as pictures and videos, which limits students' understanding and absorption of knowledge.

Most of higher vocational colleges in our country put the focus on the concept of market influence and curriculum theory, without truly realizing teaching task and social needs for talents, leading to the serious lack of practical ability of students in this major. Many students pay too much attention to the systematicness and coherence of theoretical knowledge as well as lack reflections on practical methods, which deviate teaching from practice. In addition, examination contents are only the assessment of theoretical knowledge of teaching materials, without attention to whether students' practical ability is in conformity with social needs or not. This kind of examination will fail to improve the role of students' professional ability, and affect the improvement of their practical ability.

4. Teaching Reform Measures of Marketing Course in Higher Vocational Colleges

Marketing is a course with a large amount of knowledge and rich contents. In the course of teaching, teachers should prepare well before class and plan teaching contents according to the characteristics of students in higher vocational colleges. According to the author's teaching experience, teachers should not explain knowledge points in detail like undergraduate colleges and

universities, but pay attention to introduce clearly and thoroughly the key contents, such as market research, consumer behavior and psychology, environmental analysis, and 4P theory. As for other unimportant contents, teachers can allow students to learn through self-study after class or micro class and other forms. This kind of teaching method can optimize class setting better and make important and difficult knowledge points clear. At the same time, it should be noted that the demand for knowledge is different from different majors. Teachers are supposed to choose contents of teaching materials for students from different majors, and select appropriate contents to explain according to the needs of different specialties. For example, though there is also Marketing discipline in the accounting major, the explanation must not be like that of the course of Marketing major, since students from accounting major just need to learn the basic contents and it is not necessary for them to learn those such as market research, Marketing psychology, business negotiation and so on. Therefore, there is no need to explain all contents for them and the contents should not need to be too deep. For students of Marketing major, course contents will be intersecting, so teachers should pay attention to the integration of knowledge in the course of the course, so as to ensure the good teaching effects.

This course is of strong practical and operational character, which puts forward more demanding for teachers. How to convey dull theoretical knowledge vividly and interestingly to students and improve the quality of teaching is the current teaching task for every Marketing teacher. Therefore, the innovative teaching method has become an important research course topic.

The teaching goal of higher vocational colleges should be devoted to the development of students. On the basis of theoretical teaching, colleges and universities should adhere to the principle of cultivating students' application ability, achieve "necessary and sufficient" teaching, and ensure students' actual cultural foundation. In preparing lessons, teachers are required to make it goals to cultivate students' hands-on ability and professional ability, combine the investigation of the enterprises outside the colleges and perfect the teaching plan based on the data of market development. In the course of teaching, it is a necessity to train diversified and compound talents who educational reform advocates, take students as the main body, fully respect students' thinking ability and subjective initiative and improve teaching quality by enlarging the scale of practical teaching.

The innovation and reform of teaching methods run through the whole teaching process. A lively and interesting Marketing course can improve students' learning quality. ① Prepare for class. Teachers' pre-class preparation is very important for the implementation of a class. Teachers need to prepare teaching content of lessons fully according to the actual situation of students. First of all, the preparation of class needs to clear the core teaching contents, set up teaching steps, make reasonable presuppositions to students' reaction in class, collect various kinds of teaching materials, clear teaching important and difficult points and ensure effective implementation of teaching activities. ② Introduction. A good beginning is half the success, and a good introduction also determines whether a class is successful or not. The introduction link is the key for teachers to effectively grasp students' attention, as well as an important step to arouse students' interests in learning and to stimulate their desire for knowledge. Teachers are able to adopt various means when introducing, make use of multimedia teaching method to create situations, set questions, tell stories, and so on. ③ Teaching process. Teaching process is an important part, occupying most time of class, and also the key to solving the teaching of important and difficult points. In the course of implementing teaching process, it is required to pay attention to the rational problem setting, play the guiding role for students, give play to their subjective initiatives, and reflect their subjectivity. Firstly, teachers need to set up reasonable problems. Secondly, teachers should use various teaching methods to fully interact with students. Thirdly, it is necessary to pay attention to setting up reasonable classroom cooperation discussion, because classroom discussion is a good opportunity to exercise students' comprehensive quality, which can not only promote students' thoughts, but also exercise students' language expression ability. Teachers should offer guidance in appropriate time when students discuss, so as to ensure the effectiveness of discussion. In discussion, it is also needed to pay attention to the participation of every student. It must not be a mere formality, but

cooperative discussions. ④ The form of teaching is flexible. Since Marketing is a theoretical and boring discipline, the flexibility of teaching has a very important impact on teaching effects. In the course of teaching, teachers should pay attention to adopt various teaching methods, integrate contents of several disciplines, draw inferences from others, which puts forward high requirements such as certain knowledge reserve and flexible teaching thinking for teachers. In addition, the main purpose of teachers' teaching should be to promote students' ability to connect with knowledge and draw inferences from one instance as well as their ability to solve similar problems.

5. Conclusion

In a word, the Marketing curriculum reform of higher vocational colleges is of complexity characteristic and is to be completed in a certain period without termination. It needs continuous reform and improvement in the continuous development of the society. In the process of reform, in addition to the reform of teaching materials and teaching methods, teachers are required to possess professional quality, good teaching basic skills and innovative teaching ideas. Besides, In the continuous teaching practice, they should excavate the enthusiasm and initiative of students, optimize teaching methods, improve teaching mode and enhance teaching quality in the continuous groping practice, providing more talents for the society to meet the needs of development.

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