Research on the Cultivation of Network Marketing Talents under the Background of Big Data

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Abstract. With the rapid development of information technology, big data, cloud platform, and mobile Internet, traditional network marketing talent training cannot meet the needs of enterprise employment positions, hindered the development of network marketing. Therefore, the training mode of network marketing talents is facing new changes. This paper first expounds the connotation of big data and its influence on network marketing. Based on the discussion of the current situation and problems of network marketing personnel training in colleges and universities, this paper puts forward Suggestions on the cultivation of network marketing personnel under the background of big data.

Introduction

"Network marketing" is the core course of the e-commerce era, with the emergence of Internet applications and the rapid development of popularization of information, the network marketing talent has also put forward new requirements. The application of big data technology to the field of curriculum teaching is conducive to better curriculum teaching and talent training. At present, only a few researchers have analyzed online marketing courses from the perspective of big data.

Overview of Big Data

Big data refers to the data set that cannot be captured, managed and processed by conventional software tools within a certain time range. It is a mass, high-growth rate, and diversified information asset that requires new processing mode to have stronger decision-making power, insight and discovery power, and process optimization ability. The definition given by McKinsey global institute is a data set that is large enough to go beyond the capabilities of traditional database software tools in terms of the acquisition, storage, management, and analysis. To be specific, big data has four basic characteristics:

1. Huge data volume. Baidu data shows that its new homepage navigation needs to provide more than 1.5PB (1PB=1024TB) of data every day, which will exceed 500 billion pieces of A4 paper if printed.

2. Diverse data types. Today's data types are not only text forms, but also multi-type data such as pictures, video, audio, geographical location information, etc., with personalized data accounting for the absolute majority.

3. Fast processing speed. Data processing follows the "law of one second", which can quickly obtain high-value information from various types of data.

4. Low value density. Take video as an example. For an hour of video, only one or two seconds of data may be useful during the continuous monitoring process.

The Impact of Big Data on Network Marketing

Network marketing is a business activity to achieve marketing goals by means of network, communication and digital media technology. Among them, a variety of means can be used, such as WeChat marketing, micro-blog and search engine marketing, video marketing and so on. Big data

technology has brought technological innovation to network marketing and unprecedented opportunities and challenges to enterprises.

First of all, the arrival of the era of big data has brought great changes to the network marketing mode. Secondly, with the popularity of mobile smartphones, network marketing channels to mobile Internet marketing. In addition, the role of word of mouth marketing is more prominent. Customers have a full recognition and resonance for the brand and the enterprise and can have a good publicity to the people around so that consumers can help the enterprise marketing.

The Current Training Status of Network Marketing Personnel

The Irregularity of Network Marketing Talent Training.
In the network marketing talent training, the relevant curriculum content setting, the choice of teaching method, has not formed a complete set of scientific and complete teaching system. Most of the relevant teachers still teach online marketing in a traditional way under the guidance of traditional thinking. This will inevitably lead to the cultivation of students, just stay in the "theoretical" level. This has a bigger obstacle to student obtain employment.

The Content of Network Marketing Lags Behind, and the Teaching Lacks Interactivity and Personalization.

Compared with traditional marketing courses, "network marketing" is still far from mature in teaching material construction, research history, effectiveness and stability of research conclusions, and so on. It is a new and young course. At the same time, "network marketing" has obvious characteristics of technical application specialization and deepening, for students' innovative ability, practical ability, hands-on ability have higher requirements.

The update speed of online marketing teaching course is relatively slow, and many old course knowledge is still used, while the updated course knowledge is relatively small. For example, new media marketing and WeChat marketing, which have been widely used in daily life, are not updated in textbooks. As a result, the knowledge content of online marketing courses is out of line with the job skills requirements of enterprises. Most of the courses of network marketing major in colleges and universities in China attach more importance to theory than practice. Second, the network marketing teaching content and social development disjointed. At present, China's network marketing teaching design and job knowledge system are not symmetrical with the development of modern big data. The entire curriculum system lacks the introduction of social platforms that are interested in students, classroom teaching cannot mobilize students' enthusiasm and initiative, and personalized interaction is insufficient.

Network Marketing Practice Teaching is Insufficient to Meet Social Needs.
The practice of network marketing is the main way to consolidate theoretical knowledge. The traditional teaching of network marketing is mainly to consolidate theoretical knowledge by means of teaching experiments. The experimental content is designed in a single way, and most of them are not deeply combined with the characteristics of enterprise and social development. With the advent of the era of big data, colleges and universities should make full use of the Internet, big data and other information resources and information technology, design and implement teaching, in order to meet the needs of modern enterprise jobs for marketing talents.

The Course Assessment Method Cannot Evaluate Students' Practical Ability.
At present, the course assessment method is the final examination, plus the usual grades. And the final exam results account for 60% in general, the usual results account for only about 40%. The assessment of peacetime achievement often sees attendance rate only, regard an examination paper result as assessment standard namely actually. Some students often have strong practical ability, and can even develop their own website, but the paper score is not ideal, the final examination to assess the student's score, and can not really reflect the student's grasp of the course and application ability, is not conducive to the evaluation of students' actual ability.

Training Recommendations of Network Marketing Talent under Big Data

In the context of big data, network marketing teaching reform and talent training also need to make corresponding improvements. Specifically, this paper believes that it can be summarized in the following three aspects:

Establish a "Student-centered" Network Marketing Course Teaching System.

In the era of big data, through the construction of cloud platform and the analysis of education data, teaching, learning, evaluation and other situations in line with the actual situation of students and teaching can be mined, and teaching content can be designed based on students' learning interest and ability. In addition, in the era of big data, students' learning is no longer limited to the classroom, and schools can also gradually move from the real world to the virtual world, and enrich students' learning methods and diversified demands with the current popular flipped classroom, micro class, and other courses.

The traditional "teacher-centered" and "teacher-told + student-understood" teaching mode (figure 1) only emphasizes how teachers effectively impart knowledge. This "result oriented, process-oriented" teaching system has serious drawbacks, and the "student-centered" active online marketing course teaching system (figure 2).
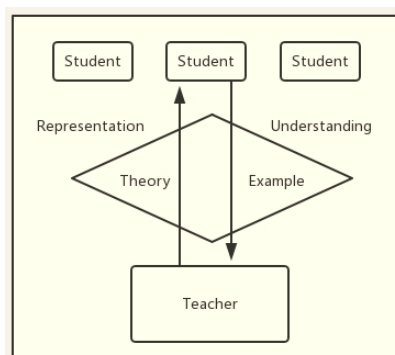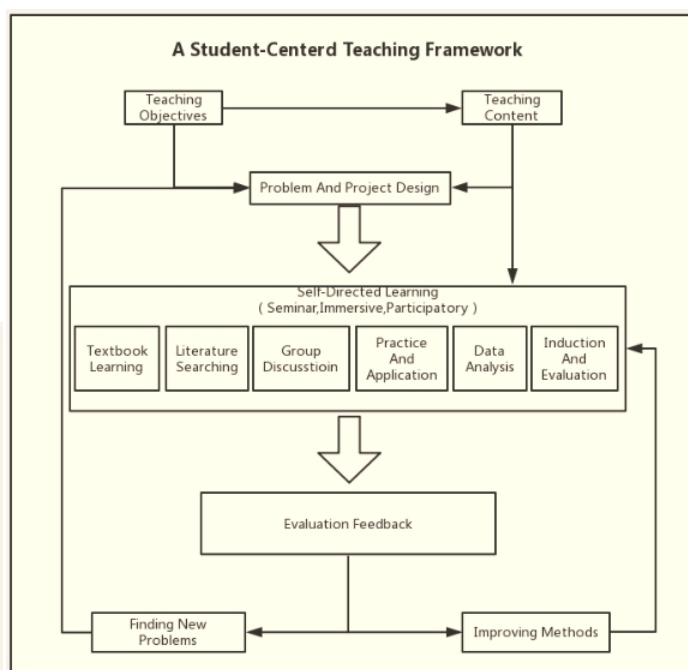
Figure. 1 "teacher-centered"   Figure. 2 "student-centered"

Project Teaching Mode Aiming at Improving the Ability.

In the context of big data, marketing teaching and talent training should be based on the focus on cultivating students' abilities. To be specific, project teaching emphasizes the improvement of students' abilities: a. ability to propose and solve problems independently. B. Teamwork ability. C. Analysis and strain capacity.

(1) Modular teaching mode, which is to divide the teaching content into basic modules according to different links of network marketing planning, mainly including: overview of network marketing, analysis of network marketing environment, network market research, network marketing methods, STP analysis of network marketing strategy, network marketing strategy and other modules. At the same time, according to the actual network market development status, according to the learning situation of students, the flexible addition of such as data mining, user experience, network project management, and other expansion modules. Project team system. While teaching in class, I also

arranged the project operation tasks after class, and arranged time for project presentation and interactive project scoring, etc., so as to mobilize the enthusiasm of each student.

(2) The employment-oriented, flipped project teaching aims at cultivating students' self-learning ability mainly through self-study. Stimulate students' initiative, team coordination and ability to analyze strain (see figure 2). In the era of big data, sufficient learning resources can be provided for students so that they can better self-study. According to the situation of students, teaching curriculum design, students take the initiative to study textbooks, literature search, group discussion, application practice, data analysis, evaluation and induction, and other content, to promote the improvement of learning ability.

Pay Attention to Optimize Curriculum Practice and Cultivate Practical Talents.

Nextwork marketing teaching practice should be integrated with big data technology in the context of big data.

First of all, the basic knowledge of big data technology should be incorporated into online marketing courses, so as to facilitate students to master the ability of big data analysis. For example, in the course of teaching simulation network marketing research content, practical projects can be carried out: market environment, supply, demand and other factors affecting the investigation. To master skills in the way of Internet marketing research, the practical project is to conduct marketing research in various ways.

Secondly, big data professionals should be recruited to teach in the school, and the big data training plan for existing network marketing teachers should be strengthened. Actively hold big data management practice online competition, big data business application plan, Internet + entrepreneurship competition and other activities to understand the latest big data marketing operation process.

Third, the university needs to conduct in-depth cooperation with the big data marketing platform, and jointly cultivate network marketing practice talents. Relying on local resources and the Internet environment, let the students fully understand the real operation situation of Internet companies, and task release to students, the practice of the enterprise through the teacher's classroom instruction, will practical task that extend beyond the classroom, lets the student in the form of a team to participate in the cooperative enterprise network investigation, network planning, brand promotion and other activities.

Remodel the Evaluation System, and Implement the Assessment Standard Combining Process Assessment and Result Assessment.

It is necessary to change the examination of examination papers as the sole criterion for the final examination. We should evaluate the teaching of network marketing course dynamically according to the actual situation of learners. At the same time, we should combine the characteristics of online marketing courses, establish an evaluation index system, and make optimization decisions through the analysis of big data. For example, video learning (30%)+ advanced practice test (20%)+ classroom q&a, personalized learning (10%)+ homework (30%)+ online questioning, discussion and interaction (l0%) are equal to 100 points. In addition, these contents will not remain unchanged after they are set. They can be flexibly adjusted according to the problems in students' learning, so as to promote the improvement of students' abilities.

Conclusion

With the advent of the era of big data, the traditional network marketing talent training mode cannot meet the needs of current development. How to use big data and relevant teaching resources, so as to change the existing teaching mode, cultivate network marketing practice talents to meet the needs of The Times, and promote the improvement of students' comprehensive ability? These are of great significance for improving the teaching quality of network marketing and cultivating high-quality network marketing talents.

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