

Research on Construction of Curriculum System for Marketing Specialty in Private Colleges and Universities

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Abstract: MOOC is an on-line open curriculum model for the public, which has the characteristics of openness, large scale and interactivity. It brings many challenges to the curriculum teaching of major of marketing in private colleges and universities. It also plays an important role in promoting the reform of marketing curriculum in private colleges and universities. In order to improve the effectiveness of the curriculum construction of the major of marketing in private colleges and universities, it is necessary to strengthen the construction of curriculum system of marketing specialty in private colleges and universities, to optimize the curriculum resources and to create more excellent courses for the marketing specialty of private colleges and universities. This paper first expounds the necessity and importance of the construction of the curriculum system for the major of marketing in private colleges and universities, and then analyzes the current situation of the construction of the curriculum system for the major of marketing in private colleges and universities. It also analyzes the dilemma of the construction of the curriculum system of marketing major in private colleges and universities, and finally the paper tries to explore the thought of the construction of the curriculum system of the major of marketing in private colleges and universities.

1. Introduction

The emergence of MOOC reflects the internationalization of higher education and the opportunity of teaching reform in private colleges and universities. There has also been a significant increase in the literature on the design of episodic courses. Tao Shen (2017) points out that MOOC leads to teaching mode and teachers' dilemma. The major of marketing in higher vocational colleges needs to construct marketing curriculum under the concept of MOOC. Di Kang, Cui Wen and Minghong Dai (2016) pointed out that in the Internet era, the informatization and networking of college curriculum has become an inevitable trend. Colleges and universities have applied the mousse course model to carry out marketing in the teaching mode in order to adapt to the new requirements, the program of talent training, the reform of education and teaching management, strengthening the construction of mousse course to improve the application and practicality of the training of marketing talents in higher vocational colleges. Bingling Zhang and Yang Liu (2016) pointed out that at present, the construction of mousse courses in civilian-run colleges and universities is still in its infancy or in the stage of construction, the curriculum system is not complete, the quality of the courses needs to be improved, and the management mechanism of the courses is not perfect enough, in order to solve the dilemma existing in the construction of civilian-run colleges and universities, the private colleges and universities need to change the educational concept, comb the educational resources, strengthen the top-level design, formulate the curriculum system scientifically, optimize the teaching resources, and improve the quality of the curriculum, to formulate and improve the management mechanism of catecoming. Ran Li (2015) pointed out that MOOC has brought a great challenge to the traditional teaching mode of marketing specialty. Through mousse, we can realize the mixed teaching mode of the major of marketing, online and offline, and realize the sharing of many curriculum resources of the major of marketing, to change the difficulties faced by the construction of marketing specialty. Through the study of a large number of literatures, it laid the theoretical basis for this study.

2. The necessity and importance of the construction of curriculum system for marketing major in private colleges and universities

There were a large number of online classes in 2011, many colleges and universities started to build a large number of online courses. Private colleges and universities need to integrate the resources of catecoming, pay attention to improving students' ability of applying knowledge to practice, and the development of curriculum resources of mousse needs to match the needs of talents of enterprises. In the era of mousse, the major of marketing of private colleges and universities needs to strengthen the construction of teaching resource bank for the specialty of marketing, establish the curriculum system of the specialty of marketing, combine various teaching platforms and teaching methods, and strengthen the construction of the teaching resource bank of the subject, to improve the quality of talent training.

3. The current situation of the construction of the curriculum system for marketing major in private colleges and universities

After the movement of curriculum construction, many non-governmental colleges and universities in China began to build a series of learning platforms. The major of marketing in private colleges and universities attach importance to the construction of curriculum system and develop a large number of curriculum resources. In the integration of curriculum resources, the development and construction of courses in private colleges and universities are more focused on practical education and vocational skills operation. Therefore, in the development of curriculum resources, it is more necessary to take into account the development process and management of the enterprise's real projects, and the related courses and resources of the marketing major in private colleges and universities are more oriented to the first-line and professional training and practice of the enterprises.

With the advent of the Internet +, the network has been applied to education, research and development, production and other aspects. Now that the market economy is getting better and better, enterprises that are independent economic entities are turning to modern marketing methods to do business. Private colleges and universities need to apply the MOOC resources to the talent cultivation process of marketing professionals, so that online teaching can be integrated into the teaching plan, and the classroom time of the marketing professional teachers and students can be better utilized in multiple dimensions. With the support of modern network technology, more high-end marketing talents will stand out. In the future, private college marketing professionals need to build more practical MOOC curriculum resources to meet the professional construction needs of the new era.

4. The dilemma of the construction of the course system of the major of marketing in private colleges and universities

There are many dilemmas in the construction of the marketing course of the marketing specialty of private colleges and universities. For example, the challenges faced by the quality of the marketing courses of private colleges and universities, the professional teachers of private universities are facing difficulties, and the technical conditions for the marketing of the private colleges and universities lags behind ,and so on.

4.1 The challenges faced by the quality of MOOC courses in the major of marketing

Due to the advent of the Internet era, the global marketing course on marketing can achieve real-time sharing. To establish a motto course system for private college marketing, it is necessary to integrate information and marketing professionals organically to improve the quality of the MOOC course. One-way communication of knowledge requires more dissemination of value and cultural identity, and actively expands students' professional identity and marketing knowledge. This requires higher quality courses for private college marketing professionals and higher

requirements for resource sharing.

4.2 The difficulties in the marketing teachers

The marketing major of private colleges and universities needs to establish a motto curriculum system, which needs to match the corresponding teacher strength. However, although many teachers have mature teaching experience, but lack of informational teaching quality, recording the MOOC video requires teachers to invest a lot of energy. Teachers need to actively learn some information technology and video technology, and the teachers themselves have a large workload, it is difficult to invest effective time and energy to build a marketing professional course system.

4.3 The backward technical conditions for the marketing of the MOOC curriculum system

The technical conditions for the construction of the MOOC curriculum system in private colleges and universities are relatively backward. The construction of the MOOC curriculum system is inseparable from the support of hardware and software facilities, such as multimedia classrooms, recording and broadcasting systems, coverage of campus networks, introduction of teaching software, etc. Although some private colleges and universities have reached the corresponding level in hardware, the introduction, maintenance and utilization of information technology software resources (such as e-books, teaching platforms, etc.) are still relatively backward, and it is difficult to meet the implementation of online marketing classes for marketing professionals. The backward support conditions also seriously restrict the construction of the MOOC curriculum system for marketing majors in private universities.

5. Thoughts on the construction of MOOC course system in the major of marketing

5.1 General ideas

The major of marketing in private colleges and universities can choose representative courses in the profession and build online open courses. According to the characteristics of China's marketing profession, using advanced information technology and tools, we will develop from the integration of curriculum and teaching process and continuity. The three-dimensional curriculum resources of the online open course of marketing, the theory and practice of marketing are closely combined, and the use of various teaching methods to improve students' interest in learning and learning efficiency, so that students can study in theory and practice. In the process, master the basic theories and basic methods of marketing, and have the operational ability of marketing professionals.

5.2 Defining the goal of the major

The goal of building a marketing course for private colleges and universities is to be clear: systematically study the theoretical knowledge of various disciplines in marketing, build a complete knowledge structure of marketing professionals; master the training in marketing methods and techniques, and analyze and solve marketing Ability to master problems; master marketing and qualitative analysis methods; be familiar with China's marketing policies, policies and regulations, and understand international marketing practices and rules; understand the theoretical frontiers and developments of various disciplines in marketing.

5.3 Condensing the construction features of the marketing MOOC

The marketing major of private colleges and universities needs to create a special MOOC curriculum system. According to the characteristics of China's marketing profession, it develops "6+1" online teaching resources: paper textbooks, teaching courseware, online video, case library, test question bank, real Training platform, marketing poker games, etc.; It is important to explore the unitary teaching mode, using marketing idioms, theoretical introduction, case analysis, ancient big businessmen, marketing allusions, thinking and practice, etc. And it is necessary to closely combine the theory and practice of marketing professional disciplines.

5.4 Innovating the construction system of the marketing MOOC

The construction of the MOOC course of the marketing specialty of private colleges needs to be innovative from three aspects: system, content and form. First of all, the system innovation, private colleges and universities marketing professional course group resources in accordance with the marketing rules of learning to prepare, in line with the requirements of online course teaching, complete the marketing resources curriculum for the construction of a variety of teaching resources; second, the course content innovation, mainly reflected in the context of the integration of the Internet and marketing in the marketing professional course, the theories and methods that have a great influence on the marketing profession under the Internet background are absorbed into the teaching resources, such as big data marketing, network marketing, virtual experience marketing, and society, etc. Finally, the curriculum form is innovative. The structure of the relevant courses in the marketing majors of private colleges is diverse. The various forms of learning under the Internet background are integrated into the construction of teaching resources, such as the establishment of online open resources and the development of marketing. Poker games, business cloud platforms for students to practice and so on.

6. Conclusion

All in all, the construction of the marketing course of private college marketing should adhere to the student-centered, based on the reality of China, pay attention to the latest developments in corporate marketing practice, and establish a set of marketing professional curriculum system that combines theory with practice and is used for the past. The marketing professional course strives to focus on the comprehensive development of students' individuality, attaches importance to the initiative of both teachers and students, and takes the development of students' mind and body as the fundamental goal of teaching, and promotes the development of students through teaching. At the same time, it relies on the improvement of students' intelligence and personality development to promote the construction of the marketing professional course system.

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