

## How to realize "Internet +" and automobile maintenance marketing service specialty?

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**Abstract:** "Internet +" artificial intelligence and "Internet +" education put forward higher requirements for the training of automobile maintenance and service professionals. "Internet +" and automobile professional skills and skills training mainly include "technology +", "service +" and "+" of teaching mode. "Internet +" platform for "teaching, learning and doing integration", to train teachers to master the "Internet +" cross boundary application technology, and integrate "Internet +" into the target design and teaching implementation of personnel training.

### 1. Introduction

In July 2015, the State Council issued the guiding opinions on actively promoting the "Internet +" action, and put forward 11 concrete actions: "Internet + entrepreneurship and innovation, Internet plus Yimin service, Internet + artificial intelligence". Medium. Under the background of "Internet +", new requirements have been put forward for the cultivation of skilled talents. It is necessary to make new attempts in cross-border integration, entrepreneurship and innovation, personalized development and so on. [1] In order to achieve "Internet +" education in higher vocational colleges, we must analyze the problems existing in the curriculum system, teaching staff and practical teaching, and take corresponding measures from the technical level, the service mode and the teaching methods. As a profession related to manufacturing and transportation, the industry needs to explore the integration of Internet plus into automobile intelligent technology, and bring about the reform of the curriculum system from the technical level. Two, starting from the characteristics of the automobile service specialty, we need to fully understand the impact of the "Internet +" platform on traditional service industry, and to take the following measures into consideration. This is a starting point to reconstruct relevant curriculum modules, train students' thinking of "Internet +" and use the "Internet +" platform to develop various kinds of service business; three, as a vocational education itself, use the "Internet +" platform to explore new educational supply methods, teaching methods and teaching methods (online and offline). Mixed teaching); four, we should echo the actions of the masses in starting a business, innovate in all circles, and foster the good use of the "Internet +" platform to carry out entrepreneurial and innovative talents training.

### 2. Problems of automobile professional training under the perspective of "Internet +"

At present, automobile specialties in higher vocational colleges mainly include automobile inspection and maintenance technology, automobile technical service and marketing, automobile electronics technology, new energy automobile technology and automobile refitting technology. In the perspective of "Internet +", the major problems of talent training in these professions are:

#### 2.1 Lagging of Curriculum System

At present, the curriculum system of Automobile Specialty in higher vocational colleges is basically the same. Although in recent years, the Teaching Steering Committee has led the

formulation of professional standards, in fact, in the specific operation process, the participation of industries and enterprises is not enough and deep. It is still the school full-time teachers as the main body to formulate professional standards, without the participation of leading technical experts in the industry. The standard formulated by Chengdu does not reflect the progress of technology or the change of business mode. As an automobile specialty in Higher Vocational colleges, especially those named automobile or transportation, it should be an aircraft carrier leading the development of automobile maintenance, service and marketing in this region. But unfortunately, due to the restrictions of various factors, the talents of automobile maintenance, marketing and service specialty in these colleges and universities are qualified. The training program and curriculum system do not well reflect the characteristics of "Internet +". The structure of 4S shop is always imitated and can not be surpassed. The "Internet +" in teaching still stays on the concept and file level, and does not really integrate into the curriculum system.

## **2.2 Lagging of Training Base and Teaching**

As for the construction of training base, with the concept of work-process-oriented being implemented in recent years, vocational colleges often determine the training objectives of professional talents through market research, enterprise research, especially the investigation of 4S automobile shops; and refine typical tasks through job analysis. The general and core competencies of each post are analyzed, and the overall framework of the training base is determined according to the typical tasks to be accomplished and the goal of personnel training. But in fact, because most vocational colleges mainly focus on all kinds of 4S stores, the final results show the simulation version or simulation version of the traditional 4S stores, and the various kinds of training and teaching are basically carried out according to the process of the traditional 4S stores. Based on the "Internet +" technology and service mode can not be reflected in the training environment and training projects, so that students' understanding of "Internet +" is rather vague.

## **2.3 The unreasonable structure of teachers'academic margin**

At present, the full-time teachers of Automobile Specialty in Vocational Colleges mostly come from the traditional vehicle engineering, transportation, automobile thermal energy and power engineering, and so on. They lack the new knowledge, new theory and new technology under the "Internet +" perspective. It is difficult to cultivate "Internet +" cross-border and compound talents. Substitute for the development of automobile specialty.

## **2.4 The traditional teaching method is single.**

Teachers' teaching is boring and teaching effect is poor, but there are different extents. The traditional mode of "teacher tells, student listens, teacher demonstrates, and student follows" is basically the mainstream mode. It uses a fool-like teaching board and teaching system, which is far from the real working conditions and working environment. With the advancement of teaching reform, information technology is gradually used in teaching, but most teachers mainly use relatively simple PPT, some even like blackboard moving. Conditional colleges and universities began to implement such models as "integration of teaching and learning", "mixed teaching" and "flipping classroom". However, due to the inadequate curriculum design of teachers, many students stay at the level of "doing and doing repeatedly", failing to achieve the effect of "learning by doing". Some seemingly confused teaching stays at the competition venue. On the surface. Under the "Internet +" education, the original development of curriculum contents, the combination of online and offline teaching methods are limited, and the effective integration of "Internet +" is restricted from the teaching level.

## **3. Thinking on the training of automobile professional talents from the perspective of "Internet +"**

"Internet +" has been integrated into the whole process of personnel training. Combined with

research topics, the team has conducted in-depth discussions on the basis of research. The team believes that at least the following aspects can be included:

### **3.1 Integrate Internet + technology into the curriculum system**

The "+" of the "Internet +" Automotive Specialty at the technical level is to reflect the integration of intelligent cars using "Internet +" technology. In 2018, there was a case report of "deadly cruise at fixed speed" on the Internet. It introduced that a Mercedes-Benz C200L car ran at 120 kilometers per hour on the expressway due to the failure of cruise at fixed speed. Finally, it ended the horrifying scene by remote operation of Mercedes-Benz backstage. This case not only gives the public a "thriller", but also conveys a new message to the public that the car can be operated remotely through the background. Background control of automobiles is the technical level of '+'. In fact, besides this, the well-known "smart car" and "driverless" are also "plus" at the technical level.

With the integration of "Internet +" technology, remote control, remote detection and remote intelligent intervention will become a reality. Higher vocational colleges should absorb these new technologies in a timely manner, strengthen ties with the industry, implement school enterprise cooperation, and integrate production and education, integrate the idea of "Internet +" into talent training plan and build Internet connection. The curriculum system, the development of new technologies such as remote control, remote detection, remote intelligent intervention and other related courses and modules, reflects the technical advantages of Higher Vocational Colleges in personnel training, and cultivates practical talents who can technically lead and serve the development of regional formats.

### **3.2 Integrate the "Internet +" framework into training base.**

In the planning and construction of training base, we should renew our ideas and fully integrate into the "Internet +" structure. In the era of "Internet +", the boundaries between people and people, people and objects, things and things, and the boundaries between industries gradually blurred. Therefore, in the construction of training bases for automobile majors, we must implant the concept of cross border integration, optimize the training environment based on Internet technology and service mode, and reconstruct the corresponding training system. To develop and reorganize training projects, establish "Internet +" vehicle maintenance service sharing platform, and implement a training system integrating teaching, business and technology, and timely feedback service mode "+" to vehicle maintenance and marketing to personnel training process.

For the whole industry of vehicle maintenance and service, with the deep integration of "Internet +", it will have a significant impact on vehicle maintenance, marketing and service mode. [2]: first, remote diagnosis will be possible, for example, doctors can diagnose patients remotely; two, intelligent maintenance and adjustment become possible. Intelligent pistil is connected with the server, which can obtain automobile related data instantly. The automobile is regulated by the command of the server to automobile automatic control system to ensure its operation in high performance. Thirdly, it is possible for remote joint guidance and maintenance. Customers can obtain the guidance of remote experts through the Internet to implement the automobile control system. DIY maintenance and repair; four is the integration of "Internet +" service on the rescue. When the car needs to be repaired and saved, it can activate the associated process, get the technician service and express delivery service with the shortest time, the lowest price and the most convenient way. The five is the interconnection among the 4S stores, such as technical cooperation and people. Staff sharing and other services, so that each 4S shop has shared technicians, can expand service projects, improve quality.

### **3.3 Integrate Internet + platform into Teaching**

"Internet +" integration into teaching mode is also multi-dimensional. First, it is necessary to work together with industry and enterprises to build an "Internet +" platform for "teaching, learning and doing" to provide interactive live broadcast of teaching and learning, to look back at any time, to answer questions online at any time, to synchronize teachers and students, and to synchronize group

discussions. Secondly, in the aspect of resource construction, relying on the platform to gather teaching practice resources, teachers resources, cases and project resources, we can achieve the effect of "people gather firewood with high flame" and "continuous flow", so that teaching and learning resources are rich, diverse, high-quality and timely updated. At the practical level, students can directly obtain real-time and dynamic guidance on various types of vehicles, components and operations by means of scanning two-dimensional codes or image recognition. Even students can get remote maintenance guidance by inputting fault descriptions, or even one-to-one, step by step. Instructions and analysis and explanation, to achieve teachers' distance.

#### **4. "Internet +" challenge to professional teachers of automobile maintenance and marketing service**

With the implementation of the national "Internet +" action plan, "Internet +" will inevitably be integrated into the automotive technology, service and marketing fields. On the one hand, with the support of "Internet +" technology, excellent teachers, courses and knowledge base will be able to limit [3] over time and space. On the other hand, the technology of "Internet plus cars" requires highly interconnection of mechanical systems, electronic control systems and information technology systems. Vocational colleges take the training of front-line high-quality skilled and skilled personnel as the mission. Vocational college teachers must update their ideas in time and actively integrate into the "Internet +" action. First, we should focus on the "Internet +" platform of automotive technology services, marketing and teaching, enhance the coordination ability of mobilizing and using social resources, enhance the enthusiasm of enterprises to participate in the construction of the platform; two, we should enhance the "Internet +" information collection, information processing ability and the production ability of teaching resources, so as to enrich the platform. Three, it is necessary to comprehensively enhance the learning ability of individual crossover, and enhance the ability to use cross-border technologies such as intelligent car assisted driving, complex environmental perception, and vehicle intelligent equipment. Four, we should improve the teaching organization and implementation level of "Internet +", and organize students to implement "Internet +". Four, we should enhance the guiding ability of entrepreneurial innovation, guide students to make full use of the advantages of "Internet +" platform, resources, technology and service mode, and explore automotive technology services, auto parts fast delivery, accessories marketing, vehicle maintenance guidance, car nanny, car buying helpers, The "Internet +" innovation and entrepreneurship mode of second-hand car evaluation, auto self service, automobile beauty maintenance, and other fields, serves the national "public entrepreneurship and innovation" action.

#### **5. Conclusion**

"Internet +" has begun to integrate into all aspects of society and influence and lead the change of format. This change is profound and even revolutionary. As a vocational education for the production, management and service front-line training of high-quality workers and skilled talents, we must first introduce the idea of "Internet +", stand at the forefront of "Internet +", and actively introduce "Internet +" teaching, learning and platform, and introduce the technology of "Internet +", so as to train adaptation and even The practical talents who lead the industry to carry out "Internet +" transformation.

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