

Analysis of Problems and Countermeasures in the Teaching of Basic Accounting Course of Marketing Major

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Abstract: Marketing is one of the most popular majors in colleges and universities in recent years, which has attracted and successfully trained a large number of high level talents of Marketing major. Basic Accounting is one of the basic courses offered by Marketing major, requiring students to master learning contents well. This paper first analyzes the characteristics of Basic Accounting Course of Marketing Major, then fully displays existing shortcomings, analyzes and expounds problems and countermeasures in the teaching of Basic Accounting Course on the basis of combining the actual demand of market for professional talents.

1. Introduction

Marketing is one of the most popular majors in colleges and universities at all levels in our country. In recent years, a large number of people with high professional skills have been trained. This major aims to cultivate talents with knowledge of management, economy, marketing and so on, who are able to work in marketing in enterprises and institutions. The curriculum of this major, including basic theories of Management, Economics, Modern Marketing and Accounting, requires students to be able to master the analytical methods of marketing, as well as strong written expression and organizational skills, solve actual problems in the process of marketing, and cultivate good interpersonal communication. It can be seen that Basic Accounting Course occupies a certain proportion in Marketing major, which asks every student to fully understand module knowledge and apply it flexibly in the future work. In fact, although the Basic Accounting Course of Marketing major in colleges and universities in our country has made progress and perfection to a certain extent, there are still some shortcomings. For example, the course content is more theoretical, deviating from the reality. In addition, the teaching method is too old, attention to teaching is insufficient and the combination with basic courses required by other majors is not close enough, and so on.

2. Characteristics of Basic Accounting Course of Marketing Major

The setting of Basic Accounting Course is helpful to the teaching of the whole Marketing major. The main connotation and core of Marketing major does not lie in it. Therefore, the learning content of Basic Accounting Course is relatively simple. Most students are able to fully understand knowledge content of this module through teachers' explanation and after-class review. Most learning content only stays at the basic level, which only requires students to have a certain degree of understanding of the basic principles and knowledge structure of Accounting and clarify the thinking mode and working mode of Accounting. It does not require students to have a deep grasp of teaching content, nor does it require students to have too much knowledge of Accounting course. In addition to simple content, Basic Accounting Course set up in Marketing major in our country will not occupy too much class hours, and will not divert students' too much study time and energy.

Although as mentioned above, Basic Accounting Course is designed to assist students to better understand other knowledge content of Marketing major and play a supporting role in the teaching of the whole major. However, in the actual teaching process, teachers' grasp of the course and the setting of teaching direction are relatively vague without strong goal and pertinence. There is a lack of clear teaching objectives and targeted teaching ideas in selected textbooks and lectures. In other

words, at present, the setting of learning content of Basic Accounting Course in Marketing major of colleges and universities in our country is not necessarily suitable for students of this major, nor can it really serve the purpose of assisting the teaching of major courses. Many students still can not combine the knowledge they have learned with other modules flexibly and organically after the study of Basic Accounting Course, failing to play a role in promoting professional learning.

3. Deficiency of Basic Accounting Course of Marketing Major

At present, in the textbooks or lectures of Basic Accounting Course of Marketing major in colleges and universities in China, more emphasis is laid on theoretical knowledge imparting but there is a lack of practical links, so that students are not allowed to really learn the knowledge and skills that can be applied in the actual working environment, which is out of line with the actual working requirements. They have a theoretical level of understanding of course content, only with the ability to solve problems in the examination or theories but without the capability to apply the knowledge they have learned to solve practical problems in practice.

At present, the teaching mode of Basic Accounting Course is rather traditional and old, lacking innovative ideas. Teachers and colleges have not considered teaching mode in an open perspective, and have not made corresponding reforms in this field. The use of teaching aids, the setting of teaching links and the application of hardware equipment fail to meet the needs of modern teaching. Outdated teaching methods make the classroom atmosphere of Basic Accounting Course lack vitality, interaction between teachers and students, and good communication, which greatly reduce learning effect as well as is not conducive to enhancing students' interest in learning.

Basic Accounting Course is only one part of Marketing major, which is used to help students establish a perfect knowledge system and better understand the connotation and knowledge structure of Marketing major. However, at present, the content of Basic Accounting Course in Chinese universities is not closely integrated with other knowledge content of this major. Students are incapable of generating effective and reasonable association in their study, forming a perfect knowledge network independently, understanding the integration of Basic Accounting Course into professional learning, or playing a role in promoting professional learning.

Combining with the current situation of education, we find that in the study of Marketing major, teachers and students have not paid enough attention to the study of Basic Accounting Course, since the content of study is relatively simple, and students have not paid extra time and energy to study and consolidate the knowledge of this module after class. Many students will follow the course soon after the end of the course. Tolerance produces forgetfulness and fails to achieve the goal of learning.

4. Actual Demand for Marketing Professionals in the Employment Market

Firstly, Marketing professional talents are required to have strong professional skills, give full play to their professional knowledge and skills on the job, meet the actual needs of work, complete daily tasks with high professional quality, and solve problems in the professional field excellently. Secondly, they are asked to have a certain level of practice. Students majoring in Marketing should be able to use their professional knowledge to solve practical problems and complete work tasks as soon as possible after they go to work. Therefore, students are required to accumulate some practical experience during their study period and understand how to deal with routine problems in their work.

5. Analysis of Problems and Countermeasures in the Teaching of Basic Accounting Course in Marketing Major

As mentioned above, there are some problems in the teaching of Basic Accounting Course of Marketing major, such as theoretical content which is out of line with the actual requirements, outdated teaching method and thinking, insufficient combination with other professional knowledge

as well as inadequate attention. Then we will put forward corresponding countermeasures to these problems one by one.

It is also the actual requirements of the society for students majoring in Marketing to add practical learning content to the daily teaching. Teachers are supposed to pay attention to cultivate students' practical ability, help them improve their ability to solve problems reasonably by using what they have learned in practical work, and enable them to fully adapt to their post responsibilities and understand the routine work flow as soon as possible after entering the working environment.

At present, the teaching methods adopted are too old, lacking innovative thinking and effective reform. In the process of teaching, teachers should re-examine their teaching links with innovative thinking, add more rich forms and flexible teaching methods, let more interactive multimedia teaching equipment intervene in the classroom to play a supporting role, effectively adjust classroom atmosphere, and let students improve their interest in learning.

Teachers are supposed to think and plan their own curriculum content setting with a brand-new perspective without the idea of formality, think about the combination of Basic Accounting Course and other knowledge content of Marketing major, so as to help students better understand the system of marketing professional knowledge and related knowledge content, and give focused explanations. In addition, it is also conducive to making students have a more comprehensive and in-depth understanding of marketing major through learning Basic Accounting Course. In the process of learning, they can organically link the knowledge content of this module with other knowledge in the major and produce a close combination.

Teachers and students are all required to fully realize that module learning content is an integral part of the curriculum of Marketing major and plays a supporting and promoting role in the learning of other learning content. The majority of students should stress this learning content consciously, take a proper attitude, treat the teaching of Basic Accounting Course seriously, fully understand and acquire the knowledge content of this module, combine their own thinking, and organically integrate with other professional knowledge.

6. Conclusion

To sum up, Basic Accounting Course is an integral part of Marketing, assisting students to learn the content of other modules, fully understand the knowledge of Marketing major, establish a sound knowledge network, and use this knowledge to solve practical problems. After training in colleges and universities, students should be capable of transforming learning to meet the needs of the actual work. Therefore, Basic Accounting Course should have a certain practicability, and set up some practical links, so that students majoring in Marketing can understand the actual work needs in the process of learning, produce a certain understanding of the basic working steps and links, and successfully complete the transition to workplace after graduation. In addition, it also should be closely integrated with other courses of Marketing major, play an active role in promoting each other through connection, help students form a relatively perfect knowledge network, and assist students to better understand the working principles and operating methods in the field of marketing, so as to truly make the effect and practice of campus curriculum education produce wonderful chemical reactions and achieve organic and realize organic combination and transformation. If we can optimize and upgrade the teaching system of professional knowledge at the college or university stage, and let students learn really useful knowledge, students of Marketing will definitely be able to adapt to the needs of the workplace as soon as possible after entering the working environment, and become the elite in the professional field, so as to promote the development and progress of the marketing industry in China. Moreover, in the teaching process of Basic Accounting Course, it is essential for teachers to improve teaching means and methods appropriately, rethink and reform teaching work with innovative ideas, so that more diverse and flexible teaching methods can be introduced into the classroom. Students can cultivate their interest in learning through this vivid presentation form, improve their enthusiasm in learning accounting basic course, fully grasp the content of this module and master solid professional skills, so as to be

able to fully adapt to job needs as well as enhance their competitiveness in the workplace.

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