

# ***Research on the Reform of Online Marketing Courses for e-Commerce Major in Higher Vocational Education under the Background of New Media***

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**Abstract:** In today's world, the rapid development of network information technology, people can also use convenient network technology to achieve online shopping, remote office, etc. The network marketing course is a newly-added course in the higher vocational e-commerce, and its main purpose is to meet the needs of the development of the times. Under the network electronic environment, business students must not only master the professional knowledge of e-commerce, but also start from the actual social development and master certain network marketing knowledge, in order to maximize the advantages of the Internet and use Internet technology to realize their own value. This article will start from the characteristics of network marketing courses in higher vocational colleges, the problems existing in higher vocational network marketing courses and the reform measures of higher vocational network marketing courses, and analyse the development prospects of e-commerce majors in higher vocational colleges.

## **1. Introduction**

With the advent of the Internet age, people can easily stay home by manipulating Internet technology, which is an indication of the arrival of the Internet age. Students majoring in e-commerce in higher vocational colleges should also be aware of the needs of the society for their majors, adjust the content of professional knowledge in time, and increase the intake of online marketing theory knowledge. Educational departments and relevant higher vocational colleges must pay attention to online marketing. This course puts emphasis on and helps students master the corresponding sales knowledge, which can not only promote the employment of students, increase the employment rate of students, but also fill the talent vacancies in the society and better promote the development of society.

## **2. Course Characteristics of Network Marketing in Higher Vocational Colleges**

### **2.1 Broader Coverage of Curriculum Teaching Knowledge**

Seeing this professional term network marketing, you should know that this course not only involves network information technology, but also involves marketing knowledge. This course is based on network information technology as the carrier and marketing as the core content. It is intended to apply marketing strategies to the network world. Applying marketing knowledge in the virtual network world can expand the effect of increasing the marketing volume of products. But in this, students also need to master certain skills, which is how to find the point of convergence between network information technology and marketing, so that network technology can better promote the marketing of goods. This part involves a wide range of knowledge. Vocational students not only need to learn knowledge in the classroom, but also go deep into the society and gain experience in network marketing.

## **2.2 The Course is Practical**

The knowledge of this course is very relevant and connected with life. As long as students have learned well, they will be able to apply knowledge in life, which is often said that the course has strong practicality. The learning content is not limited to the course materials. Some of the data needs to be obtained by the students themselves. For example, students can obtain some experience and experience in online marketing through market research, web page design, and corporate internships. Students deeply realized the significance of this course, which further stimulated their interest in learning.

## **2.3 New Ideas, New Media, and New Tools Emerge Endlessly**

The advent of the Internet era is a double-edged sword. It is both an opportunity and a challenge. In this era, success is easy, and failure is also easy. In order to remain invincible, students need to have sensitive insight and constant perception. Innovate and adjust the marketing plan in time for changes in external affairs. The teaching materials of network marketing are also very different from the teaching materials of other disciplines. The reason lies in the variability of this marketing knowledge. The times are constantly changing, and people's ideas are constantly changing, which makes the concept of network marketing also change. Changes are constantly taking place, that is to say, new ideas, new media, and new tools are constantly emerging.

## **3. The Main Problems Existing in the Teaching of Network Marketing Courses in Higher Vocational Education in My Country**

### **3.1 The Level of Teachers is Not High**

Because network information technology has only flourished in China in recent years, although it is in a stage of vigorous development, many colleges and universities still lack some professional network marketing teachers. In order to complete the teaching goals, increase the employment rate of students, and improve the reputation of the school, some higher vocational colleges have chosen a two-way cooperation method, that is, integrating the teaching resources of information technology and marketing to teach students. The incoherence of the teaching process makes the teaching process incomplete. Another important reason is that most of the teachers in higher vocational colleges do not have experience in enterprise internships, so they do not understand the real operation of online marketing. Simply explaining theoretical knowledge to students cannot achieve good teaching results. The weakness of teachers is a major difficulty in teaching in higher vocational colleges. The lack of professional network marketing teachers makes it difficult to guarantee the quality of teaching for teachers and the quality of students' learning. In addition, most

of the students in higher vocational colleges are relatively weak in learning, lacking a certain degree of learning autonomy and self-discipline, and the overall learning atmosphere is relatively poor. If teaching management cannot be carried out well, it is difficult to achieve expected or good teaching effect.

### **3.2 Lack of Innovative Teaching Mode**

In traditional teaching methods, teachers simply explain theoretical knowledge to students. For network marketing courses, teachers simplify the language of textbooks to facilitate students' understanding, or add some marketing cases based on theoretical knowledge. But the case is just a case after all, the students still just stay on the books, without the conclusions drawn by personal practice, the students cannot fully understand and master. What's more, the network marketing course is a very practical course. Teachers are accustomed to follow the traditional teaching model, without innovation in teaching methods. The teaching philosophy of higher vocational colleges is to cultivate students' practical ability and help students achieve better employment. However, the teaching of higher vocational colleges now ignores the cultivation of students' practical ability, and it is just that it is not good for students to stay in books Long-term development.

### **3.3 Lack of Teaching Situations for Real Work**

Network marketing focuses on testing students' practical ability and hands-on ability, and requires students to be proficient in computer operation and have certain knowledge of commodity marketing. Students do not have practical operating platforms that can be used to practice hands, and teachers often ignore this part. Although there are many softwares that can be used to operate in the network, most of these simulation softwares need to be charged, and even if some software does not charge, these softwares are far from the real operating environment. Higher vocational colleges do not provide students with real teaching situations, students do not participate in teaching interaction, students are often in a passive learning position, and they lack a certain degree of initiative in learning.

### **3.4 The Assessment Method is Too Single**

Vocational colleges still use the traditional theoretical knowledge test for network marketing students. In order to obtain high scores, students simply memorize theoretical knowledge. Such learning is actually an ineffective learning. The students just memorized the theoretical knowledge but did not actually operate it. If the working environment is really reached, the students will only be in a hurry and have no experience at all. For this kind of practical courses, teachers should adjust the assessment method and should not only be limited to the assessment of theoretical knowledge, but pay more attention to the inspection and training of students' practical ability.

## **4. Teaching Reform Measures of Higher Vocational Network Marketing Courses**

### **4.1 Change the Teaching Content and Teaching Materials**

Teachers should pay more attention to social reality, capture knowledge in life, increase network marketing cases, and guide students to pay attention to social reality. The education department should make appropriate adjustments and reforms to the teaching materials of network marketing according to the characteristics of higher vocational colleges, so as to make them more professional, adapt to the needs of students, and prepare for their future development. In vocational colleges,

college leaders should also reasonably arrange school funds, set up online marketing professional internship positions for students, and rationally design online marketing tasks so that students can also conduct internships in schools. In order to increase the authenticity of the teaching environment, higher vocational colleges can establish connections with enterprises, so that students can perceive the employment environment of enterprises in advance. Teachers should also involve more information about employment in the process of teaching knowledge to enrich students' employment knowledge.

## **4.2 Innovative Teaching Mode**

In order to adapt to the development of the times and the progress of society, teachers should make innovations in teaching methods, make effective use of various teaching cases, give full play to the initiative of students, and let students actively participate in teaching activities. Teachers can assign some social practical tasks to students, such as conducting an effective social survey, and encouraging cooperation among students, which can stimulate students' sense of competition to the maximum. Teachers can cooperate with students to develop a network marketing project. During the operation of the project, students can not only apply network marketing knowledge, but also find their own problems in time, and cooperate with teachers. Under such circumstances, students can seek teachers' advice to achieve faster progress.

## **4.3 Strengthen Procedural Assessment**

Teachers need to change the traditional assessment methods, not just to test students' theoretical knowledge, but to focus on students' marketing ability, and innovate the final exam format to make outstanding students more prominent, and let the underachievers work hard. In order to make the assessment method more reasonable, the teacher can also change the assessment ratio. For example, the student's total score is composed of the usual grades and the final grade, so that students can pay more attention to their usual performance.

## **4.4 Building a High-Quality Teacher Team**

Higher vocational colleges should pay more attention to the construction of teaching staff, and strive to provide students with a good learning environment and provide students with high-quality teaching services. Network marketing courses have comprehensive characteristics. Teachers must not only master marketing knowledge, but also master network information technology, and have a keen perception of social changes, all of which set requirements for teachers. When hiring teachers, higher vocational colleges must raise standards, implement a reward and punishment system, and reward teachers who perform well.

## **5. Discussion**

In the context of the new media era, e-commerce students in higher vocational colleges must seize opportunities, meet challenges, and earnestly learn network information technology and marketing strategies. Teachers should also provide quality services to students through innovative teaching methods and enriching assessment methods.

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