

Research on the Training Mode of Marketing Talents Based on School-enterprise Alliance

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Abstract: It is of great practical significance to reform the current training mode of marketing talents in colleges and universities through School-enterprise Alliance. This paper puts forward the diversified training mode of marketing talents based on School-Enterprise Alliance, and designs the corresponding practical teaching mode in detail, in order to provide solutions for the cultivation of marketing major in other colleges and universities.

1. Introduction

"The Guiding Opinions on Guiding Some Local Undergraduate Universities to Transform into Application-oriented Universities" promulgated by the Ministry of Education of China clearly states that universities should strengthen the "cooperation between industry and education", focus on cultivating students' "double innovation" ability. Practically improving college students' practical application ability is an inevitable requirement of higher education put forward by economic and social development. Different majors have different talent training objectives and modes, and their requirements for practical teaching are also different. As a common specialty in colleges and universities in China, the major of marketing is closely integrated with social and economic development, such as the rising of new media marketing because of the development of technology, and the popular of green marketing coming from social awareness of environmental protection. Marketing has a strong enterprise practicality, so the school-enterprise Alliance plays an increasingly important role in the training mode of marketing talents in universities.

Training mode of marketing talents based on school-enterprise alliance is of great significance in at least two aspects for cultivating innovative talents to meet the needs of economic and social development. The first is to train students' marketing practical ability; The second is to cultivate students' comprehensive innovative spirit. The establishment of the school-enterprise joint training mode is not only conducive to deepening marketing students' understanding and mastery of theoretical knowledge, but also helps to strengthen their comprehensive abilities of learning, practice and innovation, and thus improve their social adaptability and employment competitiveness. However, looking at the current talent training mode of marketing major in colleges and universities in China, it is not difficult to find that practical teaching has increasingly become the bottleneck restricting the realization of talent training objectives. The education of economics and management

majors generally has some quality problems in personnel training, such as weak application ability, lack of students' practical ability and insufficient social adaptability. Many graduates fall into the dilemma of "even if they are knowledgeable, they can only talk on paper and cannot solve practical problems".

Therefore, it is of great practical significance to reform the current training mode of marketing talents in colleges and universities through School-enterprise Alliance. This paper puts forward the diversified training mode of marketing talents based on School-Enterprise Alliance, and designs the corresponding practical teaching mode in detail, in order to provide solutions for the cultivation of marketing major in other colleges and universities.

2. The training mode of marketing talents based on school-enterprise alliance

The marketing major of Guangdong University of Finance & Economics mainly adopts the following three modes of school-enterprise alliance in the training scheme of marketing major.

2.1. Enterprises sponsoring discipline competition

In recent years, enterprises' support for discipline competitions has been increasing. Enterprises not only provide product and industrial practice support, cutting-edge software support and technical services for marketing competitions, but also provide various competition prizes, which greatly enhance the real value and attractiveness of the competitions. The sponsorship of enterprises has established a popular mode of school-enterprise alliance. The enterprises provide guidance and training on product design, marketing strategy and customer communication for students participating in the competition, and promote a win-win mode of information resource sharing between schools and them. The enterprises send experienced employees to give targeted guidance to the participating teachers and students. It makes up for the shortage of college teachers' experience in marketing practice, and enables students to combine theoretical knowledge with practical marketing operation, so as to promote understanding through practice. Enterprises often provide competition topics and participate in the formulation of evaluation criteria. Teachers in marketing and experts from enterprises jointly form an evaluation team to give professional guidance and comments on the entries. High-quality entries are often adopted by enterprises, which will give them some creative idea and help them to know young people better. In 2022, the School of Business Administration of Guangdong University of Finance & Economics and Guang Di Jewelry jointly held a digital brand planning competition. The competition received unanimous praise both from the enterprise and students.

2.2. Entrepreneurs entering the classroom

It is an important way to deepen the cooperation between schools and enterprises by inviting entrepreneurs into the classroom to offer special lectures. Excellent entrepreneurs tell students their rich life experiences and the experience of successful entrepreneurship, which will guide college students to grow into talents, find jobs, and even start businesses. It not only helps students to deepen their understanding of majors, but also helps them to know about enterprises in advance, and provides students with more thinking directions for professional study and job hunting, which is of great practical significance to improve the quality of talent training in universities. At present, many full-time teachers in colleges and universities are directly "from classroom to classroom", that is, just after graduating from graduate school, they are employed as full-time teachers in colleges and universities. They have no working experience in industries and are lack of understanding of marketing operation processes in enterprises. Therefore, introducing enterprise experts into the

classroom and teaching together with school teachers can make up for the deficiency of full-time teachers' practical skills, optimize the structure of teaching staff and speed up the construction of team of "double-qualified" teachers. In 2021, Guangdong University of Finance & Economics invited marketing experts from Guangzhou InRice Network Technology Co., Ltd. to give lectures to students about how to help bank customers to do marketing in WeChat, which aroused great interest among students.

2.3. Enterprises providing the practice base

Off-campus practice base is a place for students to work part-time or full-time established by universities in the form of school-enterprise alliance. It is an important second classroom for talents training in colleges and universities, and plays an important role in the process of marketing talents training. Relying on the practice base, universities can arrange a certain number of students to the base every year or every semester to carry out practice activities such as innovative project practice, social research and professional skills practice. The enterprise selects practice instructors to provide professional guidance to students, and assesses students after the internship period, and submits the assessment results to the school to put on record. The unique internship conditions of enterprises not only provide a broad application for college students' professional knowledge, but also enable students to find their own shortcomings in the practice process, thus increasing their interest in learning. At the same time, it is also beneficial for students to adapt to their jobs as soon as possible after graduation and better integrate into the society, which can not be replaced by simulated learning on campus. In 2021, Guangzhou InRice Network Technology Co., Ltd. was listed as the practice base of Guangdong University of Finance & Economics.

3. Integrate the school-enterprise alliance into the training scheme of marketing major

From the realization of the training goal, Enterprises sponsoring discipline competition, entrepreneurs entering the classroom and providing the practice base contribute to the realization of the three levels of training goals, as shown in Table 1.

Table 1: The realization of the training goal

Training goal	The modes of school-enterprise Alliance	Function
Knowledge	Enterprise sponsoring discipline competition	In the competition, students can solve business problems in reality, have sufficient practical opportunities, and further strengthen their mastery and application of knowledge.
	Entrepreneurs entering the classroom	Students can deepen their understanding of theoretical knowledge by listening to entrepreneurs' entrepreneurial and working experiences.
Capability	Enterprise sponsoring discipline competition	Students need to simulate the establishment of enterprises in the competition, including the establishment of organizational structure and brand design. All these will improve students' innovative and entrepreneurial ability.
	Enterprises providing the practice base	Students work as interns in enterprises, and exercise their practical ability, hands-on ability, communication ability and teamwork ability.
Morality	Enterprise sponsoring discipline competition	During the competition, the school will train students on business ethics and the anti-unfair competition law.
	Enterprises providing the practice base	Students get all-round exercise in the workplace, Which also strengthen their sense of responsibility, diligence, seriousness, cooperation and other qualities.

With regard to curriculum embedding, Enterprises sponsoring discipline competition, entrepreneurs entering the classroom and providing the practice base can be integrated with many

courses of marketing, as shown in Table 2. These courses will take the involvement of school-enterprise alliance as one of the assessments and count it into the final total score.

Table 2: Curriculum embedding.

The modes of school-enterprise alliance	Curriculum embedding	Assessment
Enterprise sponsoring discipline competition	Entrepreneurship Management Marketing	It can be carried out offline in the classroom or online through Tencent conference. The participation and interaction of lectures is one of the course attendance assessment.
Entrepreneurs entering the classroom	Market research Marketing management Internet marketing	The competition needs students to complete the market research reports, marketing plans and online marketing practices, which can be used or summarized as the final papers of the corresponding courses.
Enterprises providing the practice base	Business communication Enterprise investigation and practice	Students have to complete the internship daily record and internship report during the summer internship, and then will get the corresponding credits.

4. Conclusions

School-enterprise alliance have several advantages to Marketing talents training. School-enterprise Alliance not only improve students' learning interest to enhance theoretical teaching effect, but also improve students' practical ability of innovation and entrepreneurship. It greatly enhance the employment rate of students, which increase the reputation of universities, and then attract high-quality students to sign up, and finally form a virtuous circle. Moreover, universities reduce the cost of talents training through School-enterprise Alliance. Therefore, it is of great practical significance to reform the current training mode of marketing talents in colleges and universities through School-enterprise Alliance.

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