

# *Discussion on the Construction of Virtual Teaching and Research Office of Marketing Profession under the Background of New Liberal Arts*

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**Abstract:** As the basic unit of undergraduate teaching in colleges and universities, the teaching and research office of Marketing profession should be reformed in line with the requirements of the construction of "New Liberal Arts". Through the analysis of the new requirements of the times for the construction of teaching and research office of Marketing profession and in view of the problems existing in the primary-level teaching organizations of Marketing profession in application-oriented universities, such as disconnection between teaching and learning, large difference in teaching effect, difficulty in unifying curriculum content, unclear learning evaluation standards, and easy disconnection between training results and social needs, etc., this paper discusses the construction path of virtual teaching and research office of Marketing profession under the New Liberal Arts background of innovating teaching and research forms, constructing high-quality and shared teaching resources, promoting education and teaching reform through multiple cooperation, forging various teaching teams, and producing reform results led by demonstration according to the basic principles of virtual teaching and research office construction, such as collaborative sharing, diversified development, dynamic and forward-looking.

## 1. Introduction

The construction of New Liberal Arts is an important measure of the university education strategy actively promoted by the Ministry of Education in response to the development of the new era [1]. The core meaning of "new" in the construction of New Liberal Arts is to use new technology, new method and new means to solve the new problems in the field of liberal arts. It aims to provide local solutions to China's problems based on China's reality, and meanwhile provide Chinese solutions to the human community with a shared future based on the common value of mankind and the concept of development, seeks to respond to the new demand for talents of liberal arts in modern society and the new education ecology of science and technology, interconnection and intelligence to promote innovation and expand actively, and tries to achieve three-dimensional and comprehensive new optimization, new upgrading and new empowerment for the professional construction and talent

training system of traditional liberal arts [2].

The teaching and research office is a primary-level teaching section that organizes teachers to exchange and discuss and carry out teaching and research. With the development of social politics, economy and science and technology, as well as the diversified expansion of university functions, the basic teaching organization mode established by the teaching and research office has been unable to meet the challenges posed by the development of university education and teaching strategy and organizational system innovation [3]. How to reconstruct the primary-level teaching organization suitable for the development of higher education, activate the efficiency of basic teaching organization, and promote the improvement of teaching quality and talent training quality have become the urgent problems to be solved in colleges and universities in our country.

In 2021, the Ministry of Education issued the Notice on the Pilot Construction of Virtual Teaching and Research Offices, which initiated the large-scale construction of primary-level teaching organizations based on the Internet in colleges and universities [4]. The virtual teaching and research office is a new primary-level teaching organization that uses the advanced means of "Internet + smart education" to carry out online and offline teaching-research activities and classroom teaching practice combining the virtual and real world. It breaks through the limitation of discipline affiliation and spatial region, and has the characteristics of informatization, interdisciplinary, cross-school and dynamic opening and aims to apply digital intelligence technology, gather multiple resources, and create an academic community of teachers' teaching development research.

Under the background of New Liberal Arts and New Business revolution, new economic management in higher education, which is most closely combined with economic development and market demand, has emerged at the historic moment. The new education revolution driven by the new economic management calls for the redefinition of marketing's connotation boundary and system paradigm, and puts forward new requirements for talents of Marketing profession. Marketing talents in the new era should be new compound cross-border ones with ethical, philosophical, aesthetic, and interactive, as well as big data and artificial intelligence thinking, who understand management, marketing, new application technology and new thinking.

## **2. New Requirements of the Times for the Construction of the Teaching and Research Office of Marketing Profession**

### **2.1. Under the Background of New Liberal Arts, the Curriculum System Should Adapt to the Requirements of the New Era**

The New Liberal Arts cover the social sciences and the humanities. The construction of New Liberal Arts not only emphasizes the interdisciplinary integration in the face of scientific and technological revolution, but also emphasizes the cultivation of new people of the times in the face of new problems, new contradictions and new challenges in the reform process. "New Business Studies" occupies an important position in the construction of New Liberal Arts, and is an important part of carrying out digital economy and management education under the concept of New Liberal Arts. "New" here refers to the integration of big data and artificial intelligence methods and applications as the point of Business education reform, so as to implement the requirements of "education reform in the information age". The Marketing profession has been particularly deeply affected by the new scientific and technological revolution and industrial transformation with big data and artificial intelligence as the core, and modes such as new retail, new manufacturing, new finance, and new management have emerged [5]. Meanwhile, big data and artificial intelligence have also become important research methods and new research paradigms for management problems, and are indispensable key contents for the knowledge structure and ability training of Marketing talents.

## **2.2. Professional Education Should Conform to the Knowledge and Skills Needed in the Digital Economy Era**

The significance of economic management education and research is to adapt to the development of the times, combine the changes of social economy and technical means, discover the objective laws in economic and commercial activities, better understand commercial activities, and update and iterate the required knowledge and skills [6]. The digital intelligence courses of Marketing profession do not simply attach new technologies such as big data and artificial intelligence superficially to the traditional professional knowledge system, or use them independently as technical tools and means, but further bring value orientation and changes in the way of thinking to the profession by establishing a deep internal relationship with marketing professional knowledge.

## **2.3. Talent Training Should Build a Mode of Deep Integration of Industry and Education**

In the era of digital economy, application-oriented universities should pay attention to the change of concept and thinking mode, start from improving the top-level design, guided by practical ability training objectives, strengthen overall planning and coordination, and systematically promote the construction of New Business talent training mode with the integration of industry and education. From aspects such as the course system construction, digital innovation ecosystem construction, digital ability application platform development and teacher team construction[7].

## **3. Existing Problems in the Primary-Level Teaching Organization of Marketing**

### **3.1. The Disconnection between Teaching and Learning**

Colleges and universities have invested substantial amount of money into classroom transformation and teaching technology system equipment, and have met the teaching and learning experience of 50 minutes a class. But for students, it is very difficult to obtain teachers' contact information, teachers' time, teaching resources and so on in the extensive time before and after class. The lack of comprehensive service function of teaching information system and the system and culture of interactive operation mechanism of online and offline teaching and learning leads to the serious disconnection between teaching and learning.

### **3.2. The Teaching Effect Varies Greatly**

Because teaching is a "conscience work", coupled with the role of scientific research baton, the subjective effort degree of teachers may vary greatly among individuals. In addition, the lack of communication, sharing and mentoring among teachers leads to great differences in teaching level and actual teaching effect. Although a variety of "gold courses" have been built and the benchmark has been set up, its leading and influencing effects are quite different from expectations [8].

### **3.3. The Curriculum Content is Difficult to Unify**

Because the same course is taught by different teachers, there are problems that the selection of teaching materials is not uniform, and the curriculum lacks the binding force, etc. As for the teaching plan and PPT, let alone unity and sharing. Due to the lack of a complete teaching information system, teaching materials, curriculum design and teaching methods are difficult to get accumulated and inherit, and more difficult to continue to improve.

### **3.4. The Learning Evaluation Criteria are not Clear**

Due to the large individual role of teachers, there is a lack of sufficient communication and discussion among teachers on how to make questions, how to form exam papers, how to determine the combination of assessment methods for courses, etc., let alone reach a consensus. The diversification of assessment and the intensification of process assessment give teachers more evaluation rights, but it must be on the premise of clear and specific evaluation standards. Due to the lack of mutual communication and discussion among teachers, it is difficult to achieve a consistent grasp of the evaluation standards for the same assessment methods, such as the evaluation standards of theses, research reports, subjective questions and so on.

### **3.5. It is Easy to Disconnect the Training Results from the Social Needs**

In reality, it is difficult to measure and compare the teaching quality among teachers and accurately measure the knowledge acquisition, ability improvement and value shaping of students. Also, the demand for professionals in the real society is difficult to be fully satisfied.

## **4. The Basic Principles of Constructing the Virtual Teaching and Research Office of Marketing Profession**

### **4.1. The Principle of Collaborative Sharing**

Collaborative governance is an important requirement for the modernization of university governance. "The collaborative governance mode emphasizes the diversity of governance subjects, the equality between the status of governance subjects and the coordination between self-organizations". Therefore, under the guidance of the concept of collaborative sharing, the construction of virtual teaching and research offices in colleges and universities needs to pay attention to the diversity and subjectivity of teachers' participation, extensively mobilize teachers inside and outside the school to actively participate in the construction of virtual teaching and research offices, and conduct collaborative exchanges on the construction objectives, operation modes, system norms and construction contents of them [9]. On the basis of co-building virtual teaching and research offices, the internal sharing of various teaching resources can thus be realized.

### **4.2. The Principle of Diversified Development**

The construction of virtual teaching and research offices in colleges and universities should follow the characteristics of professions and disciplines and in particular, carry out teaching exchange activities centering on the construction requirements of New Engineering, New Medicine, New Agriculture and New Liberal Arts [10]. Different types of colleges and universities should carry out targeted construction according to the positioning and construction concept and deal with the relationship between the general requirements of the construction and the development of individuality, so as to prevent the construction of virtual teaching and research offices in colleges and universities from being identical.

### **4.3. The Principle of Dynamic Forward-Looking**

Through the cross-team of teachers with different professional backgrounds and knowledge structures, the potential development possibilities brought by new technology to higher education teaching can be predicted scientifically. We should adjust the development concept of education and

teaching in time, try to break through the scope of the original teaching concept, expand the boundary of the existing teaching methods, build a new teaching and learning ecosystem, and create a forward-looking teaching and research platform. Based on ability cultivation, we should integrate excellent teaching reform achievements, and timely adjust the research direction and theme according to the latest hot teaching issues.

## **5. Construction Paths of Marketing Virtual Teaching and Research Office**

### **5.1. Innovating Teaching and Research Forms**

We need to deepen the integration of modern information technology and higher education, develop the information platform for the operation and management of the virtual teaching and research office, explore the construction standards, paths and operation modes of primary-level teaching organizations in the "intelligence +" era, and strengthen the long-term effect and energy efficiency of collaborative education platforms, so as to form curriculum modules, curriculum, curriculum group and a variety of organizational form of teaching as a link, to break the "parted" disciplinary pattern, establish the "united" interdisciplinary system, build "personnel exchange, resource sharing, achievement sharing" fusion mechanism of education, and reshape the form of teaching organization, which can meet the new mode of talent training.

### **5.2. Building High-Quality and Shared Teaching Resources**

According to the positioning of the school, combined with the characteristics of this profession, we need to build new teaching content. The specific directions are listed as follows: New information technology + marketing, mainly based on the application of new technologies such as big data, social media and artificial intelligence in marketing and other related domains; marketing experience and sharing economy, mainly based on the connotation of experience, the driving factors and mechanisms of experience, the co-creation of experience and consumers' self-recognition, happiness and satisfaction experience, and the design and development of experience; green marketing and sustainable development, mainly based on green marketing activities and service development, green marketing activities and service participation, green marketing policy and government behavior; Industry proprietary marketing and professional development, etc.

### **5.3. Promoting the Education and Teaching Reform with Diversified Coordination**

We need to gather multiple resources and make full use of information technology to develop the operation and management information platform for the virtual teaching and research office to carry out all kinds of cross-department, cross-college and cross-university teaching and research models combining online and offline activities to achieve efficient collaborative research.

### **5.4. Forging a Variety of Teaching Teams**

We need to integrate the tripartite forces of schools, enterprises and industry associations and make use of industry-education integration cooperation mechanism, combining information technology means deeply, to create the teaching team with noble teacher's ethics, exquisite teaching skills, and reasonable structure. We need to give full play to the demonstration and leading role of provincial teaching teams, provincial scientific and technological innovation teams, famous teachers and first-class courses, and promote education and teaching reform to achieve good practical results.

## 5.5. Producing the Effect of Reform Led by Demonstration

Aiming at the problem that the original training concept, training mode and training environment do not meet the training needs of applied talents in the new era, we need to make comprehensive use of big data, artificial intelligence and other digital intelligence technologies to upgrade the marketing major training concept, talent standards, teaching mode, curriculum system, teaching methods, etc. so as to adapt to the challenges of new economic forms, new lifestyles and new operation modes brought by the new technological revolution, fundamentally reconstruct the professional talent training objectives, the talent training scheme and reshape the talent training evaluation system under the background of digital intelligence, make the new thinking, new rules, new theories and new tools of digital intelligence fully embedded in the whole process of value guidance, ability training and knowledge teaching, and comprehensively promote the innovative, coordinated, green, open and shared development of professional construction.

## 6. Conclusions

Under the background of New Liberal Arts, the construction of a community of high-level teachers in Marketing is the fundamental task of that of virtual teaching and research office. The common problems encountered by Marketing teachers in college education and teaching, and the future development of education and teaching trends will also be effectively solved. Through the realization of curriculum coordination, project coordination, resource construction coordination, teaching activities coordination, continuous accumulation of achievements, and sharing of achievements, the new research on the characteristics, rules and development trends of Marketing education and teaching in colleges and universities will be finally formed.

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