

# *Construction of Marketing Practical Teaching for Undergraduate Students Integrating the Metaverse*

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**Abstract:** For students in the undergraduate education stage, although the acquisition and cultivation of applied and technological knowledge, skills, and abilities is essential, the improvement of thinking ability is ignored. The education and teaching reform of marketing has mainly focused on the combination of digital intelligence era and marketing. How to improve the classroom effect of marketing practice teaching for undergraduate students has always been a concern of all marketing teachers. The Metauniverse, also known as the Metaverse, is a term that refers to a hypothetical future iteration of the internet that combines virtual and augmented reality with advanced artificial intelligence to create an immersive, shared virtual space. Many characteristics of the metaverse provide new channels for improving the effectiveness of marketing practice classes. This article explores how to integrate the undergraduate practice teaching of marketing with the metaverse.

## **1. Introduction**

Since the China Ministry of Education and the Ministry of Finance officially launched the "Undergraduate Teaching Quality and Teaching Reform Project in Colleges and Universities" in 2011, the education and teaching reform of marketing has mainly focused on professional integration and restructuring, teaching organization and means innovation, the combination of digital intelligence era and marketing, marketing experiments and practical teaching, and the internationalization of marketing education [1,2]. The focus of these research and reforms lies in how to better cultivate applied marketing talents. In this context, exploring how to integrate current digital technologies such as big data into marketing education and teaching is a major focus [3]. The term "Metaverse" originated from the science fiction novel "Avalanche" written by Neil Stephenson in the United States in 1992 [4]. It is a new type of Internet application and social form that is based on extended reality technology, digital twin technology, blockchain technology, and closely integrates the virtual world and the real world [5].

In the future human life landscape constructed by the metaverse, there has been research in the educational field [6]. For example, by comparing the learning effects of students in traditional

learning environments and virtual learning environments through experiments, it has been found that the immersive characteristics of virtual environments can improve students' concentration [7]; Virtual environments can improve the efficiency of non native language learning [8]; The second classroom in the metaverse can effectively complement the shortcomings of reality teaching [9]. However, the research on how to integrate the metaverse into undergraduate teaching practice is still in its infancy. This article explores how to integrate the undergraduate practice teaching of marketing with the metaverse.

## **2. Problems in Marketing Practical Teaching of Undergraduate Students**

For students in the undergraduate education stage, although the acquisition and cultivation of applied and technological knowledge, skills, and abilities is essential, the improvement of thinking ability is ignored. According to the “National Standards for the Quality of Undergraduate Professional Teaching in General Colleges and Universities” issued by the China Ministry of Education in 2018, students majoring in business administration need to have the ability to explore and critical thinking, be able to integrate theory with practice, and constantly explore theoretical and practical innovation.

There are several challenges that exist in the marketing practical teaching of undergraduate.

One of the biggest challenges is keeping up with the constantly changing marketing landscape. Marketing tactics and strategies are constantly evolving due to technological advancements, changes in consumer behavior, and shifts in the economy. As a result, it can be difficult for educators to stay current and ensure that they are teaching relevant and up-to-date material.

Another challenge is the need to balance theoretical knowledge with practical skills. While it's important for students to understand marketing theory and principles, they also need practical experience in order to effectively apply what they've learned. This can be a challenge for educators who may have limited resources, such as access to real-world marketing campaigns or industry experts.

In addition, there is often a gap between what is taught in the classroom and what is required in the workplace. Employers are looking for graduates who not only have a strong theoretical foundation in marketing, but also possess practical skills such as data analysis, social media management, and content creation.

Finally, engaging and motivating students to learn about marketing can be a challenge. Marketing is a multifaceted subject that requires a deep understanding of human behavior, creativity, and critical thinking. Educators need to find ways to make the subject interesting and relevant to students in order to keep them engaged and motivated to learn.

## **3. Undergraduate Marketing Teaching Thinking that Integrates Metaverse**

The metaverse refers to a collective virtual shared space that is created by the convergence of physical and augmented reality. It has many characteristics that can positively impact classroom teaching effectiveness. For example, in the metaverse, students can interact with each other in a more immersive manner than traditional online learning environments. This can help foster collaboration and teamwork skills that are essential for success in many fields. Additionally, teachers can use the metaverse to create interactive simulations and demonstrations that can better engage students and improve their understanding of complex concepts.

Furthermore, the metaverse can also provide opportunities for personalized learning experiences, as students can explore educational content at their own pace and in ways that suit their individual learning styles. This can help promote student autonomy and increase motivation to learn. The metaverse has the potential to greatly enhance classroom teaching effectiveness by providing new

ways to engage students and create personalized learning experiences. Based on the characteristics of the metaverse, this article proposes a marketing undergraduate teaching thinking that integrates metaverse digital intelligence education.

### **3.1. The Rich Environment of the Metaverse can Help Students Improve Their Autonomous Learning Abilities**

The rich environment of the metaverse can help students improve their autonomous learning abilities in several ways. Firstly, the metaverse provides a highly interactive and immersive learning environment that allows students to explore and discover educational content at their own pace. This can increase student autonomy as they are able to take control of their own learning experience and pursue topics of interest on their own.

Secondly, the metaverse offers a range of tools and resources that allow students to access information and collaborate with others in new and innovative ways. For example, virtual reality simulations can enable students to engage with complex concepts in a more hands-on and experiential way than traditional classroom activities.

Finally, the metaverse can facilitate personalized learning experiences by tailoring educational content to individual students based on their unique learning needs and preferences. This can help students take ownership of their learning and feel more motivated and engaged in the process. The rich environment of the metaverse has the potential to greatly enhance students' autonomous learning abilities by providing them with increased opportunities for exploration, collaboration, and personalization.

### **3.2. Social Relationships in the Metaverse**

Social relationships in the metaverse are an important aspect of the overall experience, as they play a key role in fostering a sense of community and belonging among users. One of the benefits of social relationships in the metaverse is that they can provide opportunities for social interaction and connection that may not be available in traditional learning environments. For example, students can connect with others from around the world who share similar interests or goals, which can help to broaden their perspectives and expose them to new ideas.

In addition, social relationships in the metaverse can also facilitate collaboration and teamwork skills, as students work together on projects and assignments within a virtual environment. This can help to develop important skills that are valued in many fields, such as communication, problem-solving, and leadership. However, it is important to note that like in any social environment, there can also be potential downsides to social relationships in the metaverse. For example, online harassment and bullying can still occur, and students may need guidance and support from teachers and other adults to navigate these situations. Overall, social relationships in the metaverse provide unique opportunities for students to connect with others, collaborate on projects, and develop important social and emotional skills. However, it is important to approach these relationships with care and attention to ensure that they promote positive outcomes for all users.

### **3.3. The High Immersion in the Metaverse**

The high immersion in the metaverse is one of its most promising features for education, as it allows students to engage with educational content in a more interactive and experiential way than traditional learning environments. In the metaverse, students can explore virtual worlds and simulations that simulate real-world experiences and provide hands-on practice with complex concepts. For example, students can visit historical sites or scientific laboratories in the metaverse,

interact with simulations of physical phenomena or conduct virtual experiments, which can improve their understanding of these subjects and increase their motivation to learn.

Moreover, the high level of immersion in the metaverse can also create a more engaging and memorable learning experience. When students are fully immersed in a virtual environment, they tend to be more focused and attentive to the material presented, which can lead to better retention and recall of information. In addition, the high immersion in the metaverse can create opportunities for personalized learning experiences. In the metaverse, students can navigate educational content at their own pace and in ways that suit their individual learning styles. Furthermore, teachers can tailor content to meet the specific needs and interests of each student, which can help to maximize learning outcomes. The high immersion in the metaverse creates a unique opportunity for students to engage with educational content in an immersive, interactive, and personalized way, which can enhance their understanding of complex concepts, improve retention of information, and foster a love for learning.

### **3.4. The Metaverse is a Synchronous Feedback to the Real Physical World**

The metaverse can be a synchronous feedback to the real physical world for education as well. In particular, the metaverse can provide valuable opportunities for educational institutions to enhance their programs and services by leveraging virtual environments and digital technologies. For example, in the metaverse, educational institutions can create immersive learning experiences that simulate real-world scenarios, enabling students to develop practical skills and knowledge in a safe and controlled environment. This can help students gain hands-on experience in their field of study, which can increase their employability after graduation and better prepare them for future careers.

Furthermore, the metaverse can facilitate remote learning and collaboration, enabling students and faculty from around the world to connect and collaborate on projects in real-time. This can increase access to education and promote global collaboration, which can expand the reach and impact of educational institutions.

Moreover, the metaverse can provide valuable data and insights into student behavior and learning preferences, which can inform the development of more personalized and effective learning experiences. By collecting and analyzing data on student interactions within the metaverse, educational institutions can identify areas for improvement and make data-driven decisions to optimize the learning experience for their students.

### **3.5. The Pluralistic Practice of the Metaverse for Education**

The metaverse offers a pluralistic education practice that can be beneficial for students from diverse backgrounds and with different learning needs. In particular, the metaverse provides an opportunity for educational institutions to offer a range of educational content, activities, and resources that cater to the diverse needs and preferences of their students. One way in which the metaverse promotes pluralistic education is through its ability to support personalized learning experiences. In the metaverse, students can explore educational content at their own pace and in ways that suit their individual learning styles. This can help to promote student autonomy, increase motivation, and improve learning outcomes.

Another way in which the metaverse promotes pluralistic education is through its ability to support collaborative learning experiences. In the metaverse, students from different backgrounds and with diverse perspectives can come together to collaborate on projects and assignments, fostering teamwork and cross-cultural understanding. Moreover, the metaverse can provide opportunities for students to engage with educational content in a variety of formats, including

visual, audio, and interactive media. This can help to accommodate the diverse learning needs and preferences of students.

Finally, the metaverse also offers opportunities for educators to incorporate diverse cultural perspectives into their teaching practices, creating a more inclusive and culturally responsive learning environment. For example, educators can create virtual environments that reflect the cultural heritage of their students or incorporate diverse voices and experiences into educational content.

### **3.6. Learning Anytime, Anywhere**

One of the significant benefits of the metaverse for education is that it enables learning anytime and anywhere. In the metaverse, students can access educational content and resources from any location with an internet connection, without being bound to a physical classroom or specific schedule. This flexibility provides a range of opportunities for students who may have other commitments or who prefer to learn in non-traditional ways. For example, students who work full-time or have family responsibilities can fit their learning around their other commitments, allowing them to pursue educational opportunities that might otherwise be inaccessible. Moreover, the metaverse can provide students with access to high-quality educational content and resources that may not be available locally. This can help to level the playing field for students from different regions or socioeconomic backgrounds, providing more equitable access to educational opportunities.

Additionally, the anytime, anywhere learning capabilities of the metaverse can also facilitate personalized learning experiences. Students can navigate educational content at their own pace and in ways that suit their individual learning styles, which can increase motivation and engagement in the learning process. Finally, the anytime, anywhere learning capabilities of the metaverse can also promote global collaboration, enabling students and educators from around the world to connect and collaborate on projects in real-time. This can broaden perspectives and promote cross-cultural understanding, preparing students for success in a globalized world.

### **3.7. Combine Teaching with Pleasure**

Under the metaverse paradigm, games and learning can be achieved simultaneously. It is possible to learn various functions of cloud computing in games, while avoiding boredom and effectively learning marketing knowledge and skills. In the metaverse, educational content can be presented in the form of games, simulations or other interactive activities that are designed to be fun and engaging. This can help to avoid boredom and increase motivation to learn, while also promoting the development of practical skills and knowledge. For example, games can be used to teach cloud computing by creating virtual environments that simulate real-world scenarios, requiring students to use cloud computing functions to complete tasks and achieve objectives. This can provide hands-on experience with cloud computing technologies, allowing students to develop practical skills and gain a deeper understanding of how these technologies work.

Similarly, marketing knowledge and skills can be taught using game-based activities that require students to analyze market data, create advertising campaigns, and make strategic decisions to promote brand awareness and product sales. These activities can be designed to be interactive, competitive, and challenging, enhancing student engagement and learning outcomes. Moreover, the combination of games and learning in the metaverse can also foster collaboration and teamwork skills, as students work together to solve problems, complete tasks, and achieve common goals. This can prepare students for success in many fields, where teamwork and collaboration are essential for achieving shared objectives.

## **4. How to Integrate Marketing Practice Teaching into the Metaverse**

Integrating marketing practice teaching into the metaverse could be an excellent way to provide students with practical experience in a simulated environment. The metaverse is a virtual world created by the convergence of physical and virtual spaces, providing opportunities for immersive experiences and social interaction. Here are some ways marketing professors can integrate marketing practice teaching into the metaverse.

### **4.1. Virtual Marketing Campaigns**

Professors can design virtual marketing campaigns for students to execute within the metaverse. This can include creating ads, developing social media content, and designing landing pages. By creating campaigns in a simulated environment, students can apply theoretical knowledge and gain practical experience without real-world consequences.

### **4.2. Virtual Consumer Behavior Research**

Professors can design experiments within the metaverse to test consumer behavior theories. For example, they can create virtual storefronts and observe how consumers interact with products and make purchase decisions. This can help students understand consumer behavior in a more immersive way than traditional classroom methods.

### **4.3. Social Media Engagement**

Students can be encouraged to engage with each other and with virtual communities within the metaverse to build their social media skills. They can develop social media campaigns, analyze metrics, and experiment with different engagement strategies.

### **4.4. Collaboration with Industry Experts**

Professors can invite industry experts to participate in virtual classes and share their experiences and insights. This can provide students with a better understanding of current marketing practices and trends.

## **5. Conclusions**

The birth of the metauniverse provides a new platform and space for the practical teaching of marketing. Integrating marketing practice teaching into the metaverse can provide students with a more immersive and engaging learning experience that prepares them for the rapidly evolving marketing landscape. This article explores how to integrate the undergraduate practice teaching of marketing with the metaverse. This article can provide new ideas and directions for future marketing practice teaching.

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