

System Construction of Cultivating the Innovative Ability of Marketing Majors

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Abstract: Innovation is a necessary factor for the sustainable survival and development of enterprises. A successful enterprise needs to constantly improve products, update technology, organization and management. The innovative ability of college students majoring in marketing is not only a kind of ability, but also an attitude and way of thinking about their future career and life. The specific methods and processes of cultivating entrepreneurial innovation ability include the curriculum design of entrepreneurial education, the organization of entrepreneurial practice activities, the cultivation of innovative thinking and so on.

Marketing is an important sub-discipline of economics and management. The market environment is changing rapidly, and the chain of production and consumption is changing constantly, which makes the marketing major need to change and develop, improve the skills of marketing talents, and integrate traditional and new media to meet the new market demand. Therefore, college students majoring in marketing also need to have the ability of innovation and entrepreneurship[1], which will help them gain a firm foothold in their future careers. The purpose of this paper is to explore the construction of the training system for the students majoring in marketing, and to provide guidance and practical suggestions for the training of marketing students in the future.

1. The definition of entrepreneurial innovation ability of marketing majors.

The innovative and entrepreneurial ability of marketing major refers to the ability of students to learn about industry changes, consumer demand and market environment, find market demand, creatively solve problems, innovate business models, improve organizational efficiency, and then maximize their own interests by learning marketing related knowledge[2]. At the same time, the innovative ability of marketing students is not only a kind of ability, but also an attitude and way of thinking towards their future career and life.

2. The present situation of the cultivation of college students' innovative and entrepreneurial ability in China.

2.1 China's college students' awareness of innovation and entrepreneurship.

China university students' awareness of innovation and entrepreneurship is weak, and they lack effective innovation and entrepreneurship training. Although it is a rapidly developing country, China's achievements in innovation and entrepreneurship need to be improved[3]. At present, many colleges and universities have not put innovation and entrepreneurship education through the whole university education in theory, which is lack of pertinence.

2.2 China's university students' innovation and entrepreneurship support system is not perfect.

China's support system for college students' innovation and entrepreneurship is relatively imperfect, and most students have difficulties in the process of innovation and entrepreneurship, especially in the aspects of funds and special support. The school can't provide relatively perfect incubator and expert system for students, and they lack practical guidance.

3. The analysis of the training system of entrepreneurial innovation ability in marketing major.

The cultivation of entrepreneurial innovation ability of marketing students needs a complete system, including courses, practice and evaluation, tutors, industry exchanges and so on.

3.1 Courses

In the curriculum design of marketing specialty, we should pay special attention to introducing some contents related to innovation and entrepreneurship, such as market research, marketing planning, brand director, project management, competitive strategy and so on. In teaching, we should pay special attention to understanding the market dynamics and product promotion, establish the awareness of entrepreneurial innovation and cultivate the spirit of entrepreneurial innovation[4]. For example, in the process of market research, we should not only master the methods of market research, but also understand the relationship between the results of research and the actual operation. In the process of competitive strategy and marketing planning, we should not only grasp the theoretical knowledge, but also pay attention to its practical application[5]. This kind of teaching mode can effectively improve the practical ability, innovation ability and decision-making ability of marketing majors.

3.2 Practice and Evaluation

In order to cultivate the entrepreneurial and innovative ability of marketing majors, colleges and universities should combine practice with teaching, set up practice scenes such as practice base, innovation cooperation and practice projects, and train students' practical operation and teamwork ability through practice. These activities can not only effectively improve these students' practical and application ability, but also let them know the rules and styles in the talent world of marketing companies. At the same time, this process needs the guidance and evaluation of tutors and professional teachers to comprehensively evaluate students' practical activities, so that students can understand their own strengths, weaknesses and development direction[6]. This kind of evaluation can not only make students self-awaken, but also encourage them to keep making progress and constantly improve their entrepreneurial innovation abilities.

3.3 Mentors and industry exchanges.

Colleges and universities can employ experts or entrepreneurs with rich marketing experience as mentors to help young students understand industry trends and market changes and guide the direction of entrepreneurial innovation. In addition, it is also necessary to cooperate with enterprises and management consulting companies in the industry, so that students can get in touch with the real situation related to the industry, learn from the industry experience and improve their entrepreneurial innovation abilities.

4. On the path analysis of the cultivation of entrepreneurial innovation ability of marketing majors.

4.1 Determine the training objectives and programs.

What capabilities and qualities are needed for a successful start-up? The design of the training scheme for the students majoring in marketing needs to make clear the objectives and schemes[7]. For example, according to the course content, students' characteristics, industry demand and other factors, a systematic course training program can be formulated, focusing on cultivating students' innovative thinking, market insight and business operation ability.

4.2 Pay attention to curriculum design

Introduce some contents related to innovation and entrepreneurship in the curriculum design of marketing major, such as banker simulation or market research and other teaching methods[8]. At the same time, you can also organize lectures or workshops and invite successful entrepreneurs or marketing professionals to share their experiences and stories. This way can not only increase the practicality of the course, but also improve students' practical ability and exposure to the industry.

4.3 Establishing practice base.

Establishing innovative practice base to provide a practical opportunity for marketing students. The base can operate on campus or in cooperation with the industrial departments. Students can exercise their creativity and marketing ability through practical tasks such as business planning, competition research, new product release and marketing.

4.4 Students' participation in market activities.

By letting students majoring in marketing participate in market activities, they can really experience the real situation in market operation[9]. This method can increase students' self-confidence and independent thinking ability, tolerate new ideas and differences, and exercise students' innovation and decision-making ability. Therefore, students can participate in some public welfare activities, business exhibitions, product launches and other activities, and also improve their awareness of entrepreneurship and innovation.

4.5 Developing creative courses.

Creativity is one of the cores of innovation and entrepreneurship, which can cultivate students' innovative awareness and ability[10-11]. In curriculum design, some creative courses are set up, such as creative design, creating new business models, creative movies and so on. You can also carry out some creative activities, such as teamwork, innovation through market competition, or promoting the

creativity of a local store to challenge students' thinking and creativity.

4.6 Formulation of evaluation methods.

It is necessary to establish an evaluation system of innovative and entrepreneurial ability to measure students' innovative potential and practical ability. Evaluation can include student project presentation and demonstration, business plan and writing of business plan, and product design and marketing in cooperation with industry. Evaluation can also be used as a part of students' graduation thesis.

5. Conclusion

From the above, we can clearly see that the cultivation of entrepreneurial innovation ability of marketing major requires long-term systematic planning and targeted cultivation, which requires not only knowledge training in the classroom, but also practical training and guidance from tutors and industry exchanges, and combines students' theoretical knowledge with practical experience. Cultivating college students' innovative ability needs a long-term and planned process, and requires students' active input and efforts, so as to better improve their entrepreneurial innovation ability and boost the market in China

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