

Exploration of Teaching Reform Path Based on OBE Concept—Taking Online Marketing Course as an Example

Ling Xiao, Xujie An, Lixing Zhu

Guangdong University of Science and Technology, Dongguan, Guangdong, 523000, China

Keywords: OBE concept; teaching reform; network marketing course

Abstract: This paper, taking the course of "Network Marketing" as an example, explores the teaching reform path based on the OBE (Outcome-Based Education) concept. Firstly, it analyzes the core content and characteristics of the OBE concept, pointing out that it focuses on cultivating students' comprehensive qualities and abilities, and pays attention to their actual needs and future development. Then, from the aspects of teaching content, teaching methods, evaluation methods, etc., it proposes the teaching reform path based on the OBE concept, including: 1) Optimizing the curriculum design and clarifying the teaching objectives; 2) Using diversified teaching methods to improve students' learning interest and initiative; 3) Implementing project-based teaching to cultivate students' practical ability and innovative spirit; 4) Establishing a diversified evaluation system to focus on students' all-round development. Finally, it summarizes the teaching reform based on the OBE concept, emphasizes the key role of teachers in the reform, and puts forward further research directions.

1. Introduction

With the rapid development of the Internet, online marketing has become an important means for enterprises and individuals to gain market share and improve brand awareness. Therefore, the establishment of online marketing courses has important practical significance. However, traditional online marketing courses often place too much emphasis on imparting theoretical knowledge and neglect the cultivation of practical operational abilities, resulting in students having difficulty applying the knowledge they have learned in practical work. To address this issue, this article explores the teaching reform path of online marketing courses guided by the OBE (Output Based Education) concept.

2. Literature review

The OBE concept is an educational concept based on learning outcomes or outcomes, with a core idea centered around students and emphasizing the cultivation of their practical abilities and qualities. Under the guidance of the OBE concept, teaching activities should be guided by the final learning outcomes, ensuring that students can acquire the necessary knowledge and skills and apply them in real life.

The OBE concept emphasizes the importance of evaluation and feedback. Teachers should conduct timely and accurate evaluations of students' performance and provide appropriate feedback. This can help students understand their strengths and weaknesses, and guide them to improve their learning methods and strategies^[1].

In addition, the OBE concept also advocates interaction and cooperation between teachers and students. Teachers should become partners with students, encourage them to actively participate in the learning process, and provide support and guidance. This interaction and cooperation can stimulate students' interest and motivation in learning, and promote their personal growth and development.

In summary, the OBE concept is a student-centered educational philosophy that emphasizes that the goal of instructional design and implementation is students' learning outcomes, emphasizing the influence of factors such as evaluation and feedback, interaction, and cooperation. It provides new ideas and methods for education and teaching, which helps to improve teaching quality and effectiveness.

3. The Teaching Reform Path of Online Marketing Course Based on OBE Concept

3.1 Determine the knowledge and skills that students need to master

When setting course objectives, it is necessary to clarify the knowledge and skills that students need to master. This can be determined by analyzing industry needs, job markets, and students' career plans. For example, the goal of an online marketing course may include enabling students to understand the basic concepts of online marketing, master skills such as search engine optimization (SEO), social media marketing (SMM), and email marketing^[2].

The teaching of online marketing courses based on the OBE concept should clarify the knowledge and skills that students need to master when setting course objectives, to ensure that they are capable of meeting the needs of future work and career development. The following are some goals and skills that may be included in online marketing courses: understanding basic concepts and principles of online marketing, including search engine optimization (SEO), social media marketing, content marketing, etc. Students will be familiar with various Internet marketing tools and techniques such as Google Analytics, Hootsuite, Buffer, etc. Master basic online marketing strategies and plans, including brand positioning, target audience, market research, competitive analysis, etc. Capable of conducting effective online promotion activities, including email marketing, paid advertising, social media promotion, etc. Students should have good data analysis ability through study, and be able to use various tools and technologies to analyze and evaluate network marketing activities. Also have certain project management skills, able to coordinate and manage multiple network marketing projects; Good communication and collaboration skills to communicate and collaborate effectively with team members, customers and other stakeholders. By clarifying these goals and skills, teachers can better design and implement teaching reforms in online marketing courses, ensuring that students can achieve success in their future careers^[3].

3.2 Determine learning outcomes

Learning outcomes refer to the expected outcomes achieved by students during the learning process. In online marketing courses, learning outcomes may include enabling students to independently complete an online marketing project, write a report or speech on online marketing, etc.

When determining the learning outcomes of online marketing courses based on the OBE concept, the following aspects can also be considered: emphasizing the cultivation of practical abilities. In

addition to mastering theoretical knowledge, online marketing courses should also focus on cultivating practical abilities, such as helping students understand and apply the knowledge learned through practical operations and case analysis. Students should pay attention to industry trends. Online marketing is a constantly changing and developing field, therefore, the teaching reform of online marketing courses should keep up with industry development trends and update teaching content and methods in a timely manner. Teachers should cultivate students' innovative thinking and problem-solving ability. Online marketing is a field of work that requires continuous innovation and problem-solving. Therefore, the teaching reform of online marketing courses should focus on cultivating students' innovative thinking and problem-solving abilities. Teachers should emphasize teamwork and communication skills in class. Online marketing usually requires collaboration with multiple teams to complete projects, therefore, the teaching reform of online marketing courses should focus on cultivating students' teamwork and communication skills.

In summary, the teaching reform of online marketing courses based on the OBE concept should be carried out from multiple perspectives, focusing on the cultivation of practical abilities, industry trends, innovation abilities, teamwork and communication skills, to ensure that students can possess the knowledge and skills required for future career development.

3.3 Design Evaluation Methods

To ensure the achievement of course objectives, it is necessary to design appropriate evaluation methods to measure students' learning outcomes. This can include various methods such as exams, assignments, group projects, personal reports, etc. At the same time, it is necessary to ensure that the evaluation method comprehensively reflects students' knowledge and skill levels. Schools use formative assessment. Formative assessment refers to the evaluation conducted during the teaching process, aimed at helping students understand their learning progress and problems, and providing timely feedback and guidance. This evaluation method can help students better master knowledge and skills. Teachers should emphasize the importance of the learning process. In addition to focusing on students' final results, attention should also be paid to their learning process, including their participation, collaborative spirit, and innovative ability. Teachers should introduce comprehensive evaluation methods. Comprehensive evaluation refers to the method of combining multiple evaluation indicators for evaluation, which can provide a more comprehensive understanding of students' learning situation and abilities. For example, students' exam scores, homework scores, group project performance, and other aspects can be comprehensively considered. Students use a combination of self-assessment and self-evaluation. Self-evaluation refers to students reflecting and evaluating their learning situation, while peer evaluation refers to teachers evaluating students' academic performance and performance. These two evaluation methods can complement each other and help students better understand their learning situation and abilities. They also have access to a variety of assessment tools and techniques. In addition to traditional exams and assignments, various online assessment tools and techniques can also be used, such as questionnaire surveys, experimental reports, video production, etc., to gain a more comprehensive understanding of students' learning situation and abilities. The teaching reform of online marketing courses based on the OBE concept needs to be carried out from multiple perspectives, emphasizing the cultivation of practical abilities, industry trends, innovation abilities, teamwork and communication skills, and adopting various evaluation methods to comprehensively understand students' learning situation and abilities

3.4 Interface with professional needs

Online marketing is a highly practical field, so the course objectives need to be aligned with

professional needs. This means that courses should focus on cultivating students' practical and problem-solving abilities, enabling them to cope with practical work challenges.

The teaching reform path based on the OBE concept can help teachers better design and implement teaching reforms in online marketing courses. By clarifying course objectives, designing course content that meets industry needs, and adopting various teaching methods and evaluation methods, teaching quality and effectiveness can be improved, and high-quality talents that better meet market demands can be cultivated.

3.5 Optimization of teaching content

Online marketing is a highly practical field, so teaching content needs to focus on practicality. For example, students can learn knowledge points such as search engine optimization (SEO) and social media marketing (SMM) through practical operations, allowing them to apply the knowledge they have learned to practical work. With the continuous development of internet technology, the field of online marketing is also constantly updating and changing. Therefore, the teaching content needs to keep up with the times, introducing some cutting-edge technologies and tools, such as data analysis, artificial intelligence, etc., to enable students to understand the latest development trends and technological applications. Online marketing is a field closely related to industry development, so teaching content needs to pay attention to industry needs. Course content can be determined by analyzing industry trends and job markets, allowing students to understand the development direction and employment prospects of the industry. Online marketing requires comprehensive abilities, including communication, collaboration, and innovation abilities. Therefore, the teaching content needs to focus on cultivating students' comprehensive abilities. Students' comprehensive abilities can be exercised through group projects, personal speeches, and other means. The teaching content of online marketing courses based on the OBE concept needs to be considered from multiple aspects, emphasizing practicality, introducing cutting-edge technologies and tools, paying attention to industry needs, and cultivating students' comprehensive abilities. Only in this way can we improve the quality and effectiveness of teaching, and cultivate high-quality talents that are more in line with market demand.

3.6 Optimization of teaching methods

In order to stimulate students' interest and motivation in learning, various teaching methods can be adopted. For example, case based teaching methods, project-based teaching methods, and discussion based teaching methods can be used. Online marketing is a highly practical field, so teaching methods need to focus on practicality. For example, students can learn knowledge points such as search engine optimization (SEO) and social media marketing (SMM) through practical operations, allowing them to apply the knowledge they have learned to practical work. Online marketing is a field closely related to industry development, so teaching methods need to pay attention to industry needs. Course content can be determined by analyzing industry trends and job markets, allowing students to understand the development direction and employment prospects of the industry. Online marketing requires comprehensive abilities, including communication, collaboration, and innovation abilities. Therefore, teaching methods need to focus on cultivating students' comprehensive abilities. Students' comprehensive abilities can be exercised through group projects, personal speeches, and other means. With the development of technology, the field of online marketing is also constantly updating and changing. Therefore, teaching methods need to keep up with the times and adopt some modern teaching methods, such as online teaching, virtual experiments, etc. The teaching method of online marketing courses based on the OBE concept needs to consider multiple aspects, focusing on practicality, industry needs, and cultivating students'

comprehensive abilities. Only in this way can we improve the quality and effectiveness of teaching, and cultivate high-quality talents that are more in line with market demand.

3.7 Diversified evaluation methods

We need to use a variety of evaluation methods. In addition to traditional exams and assignments, various evaluation methods can be used, such as group projects, individual speeches, case studies, etc., to comprehensively understand students' learning situation and abilities. Teachers should emphasize the importance of the learning process. In addition to focusing on students' final results, attention should also be paid to their learning process, including their participation, collaborative spirit, and innovative ability. Formative evaluation refers to the evaluation conducted during the teaching process, aimed at helping students understand their learning progress and problems, and providing timely feedback and guidance. This evaluation method can help students better master knowledge and skills. We should adopt the method of comprehensive evaluation. Comprehensive evaluation refers to the method of combining multiple evaluation indicators for evaluation, which can provide a more comprehensive understanding of students' learning situation and abilities. For example, students' exam scores, homework scores, group project performance, and other aspects can be comprehensively considered. The evaluation method of online marketing courses based on the OBE concept needs to consider multiple aspects, emphasizing diversity, learning process, formative and comprehensive aspects. Only in this way can students' learning situation and abilities be more accurately reflected, and teaching quality and effectiveness be improved.

4. Conclusion

The teaching reform path based on the OBE concept helps to improve the teaching quality of online marketing courses and cultivate high-quality talents that are more suitable for social needs. However, to achieve this goal, it is necessary for the education department, schools, and enterprises to work together to continuously improve the education and teaching system, and provide better learning environments and conditions for students.

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