

# *Research on the Training Model of Marketing Talents from the Perspective of Innovation and Entrepreneurship*

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**Keywords:** Innovation and entrepreneurship; Marketing management; Talent training mode

**Abstract:** The innovation and entrepreneurship ability of college students is an important way to cultivate high-quality talents. Applied undergraduate colleges and universities must optimize the training mode of talents. Only in this way can we cultivate innovative and entrepreneurial talents that meet the needs of society. This paper first introduces the necessity of training marketing professionals in Universities from the perspective of innovation and entrepreneurship. Then this paper analyses the problems of training marketing professionals in Colleges and universities. Finally, some suggestions are put forward.

## **1. Introduction**

At present, the demand for marketing professionals in market economy is increasing day by day. Marketing is an applied and practical specialty. At the same time, marketing professionals are required to have strong practical application ability and innovative entrepreneurial awareness. At present, Chinese universities attach great importance to the training of marketing professionals from the perspective of innovation and entrepreneurship. However, there are still many problems in the training of marketing professionals in Colleges and universities in China. Therefore, it is necessary for colleges and universities to actively explore the training path of marketing professionals.

## **2. Necessity of training marketing professionals from the perspective of innovation and entrepreneurship**

The necessity of innovation and entrepreneurship training for marketing majors is embodied in the following aspects. First, innovative entrepreneurship training can effectively train a large number of high-quality marketing professionals, which can meet the market demand for marketing professionals. Secondly, innovative entrepreneurship training methods can effectively promote the teaching reform of marketing major in Colleges and universities. Through in-depth study of market economy requirements for marketing professionals, colleges and universities need to cultivate students' innovative and entrepreneurial awareness. In this way, we can effectively deepen the reform of marketing teaching in Colleges and universities, and ultimately improve the quality of marketing teaching. Finally, innovative entrepreneurship training methods can effectively enhance students' innovative entrepreneurship awareness and ability. The cultivation of innovative entrepreneurship talents is helpful to enhance students' practical application ability and innovative

entrepreneurship consciousness. By enhancing students' innovative and entrepreneurial abilities, universities can enhance students' employment competitiveness. It is of great significance to promote students' entrepreneurship activities.

### 3. Problems existing in the training of marketing professionals

A total of 1000 questionnaires were distributed and 931 valid questionnaires were recovered, with a recovery rate of 93.1%.

#### 3.1 Research on the ability structure of employing units

Although all kinds of data show that marketing talents are in the forefront of talent demand. However, the students majoring in marketing still have great employment pressure. This paper conducts a questionnaire survey on the ability needs of marketing students by employers. Employers are most concerned about the ability to comprehensive capacity and innovation ability, accounting for 28.8%, and 25.1% respectively. The detailed results are shown in Figure 1.

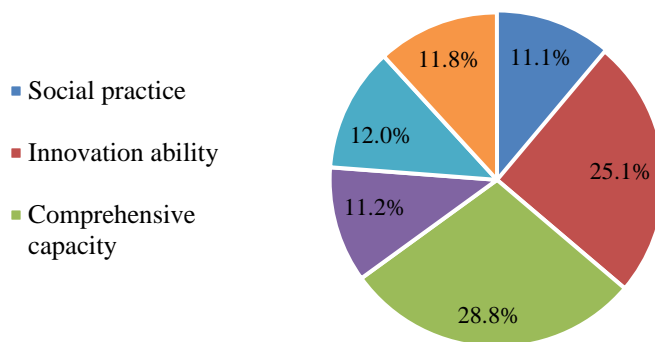


Figure 1: The ability structure of employing units

#### 3.2 Single teaching method

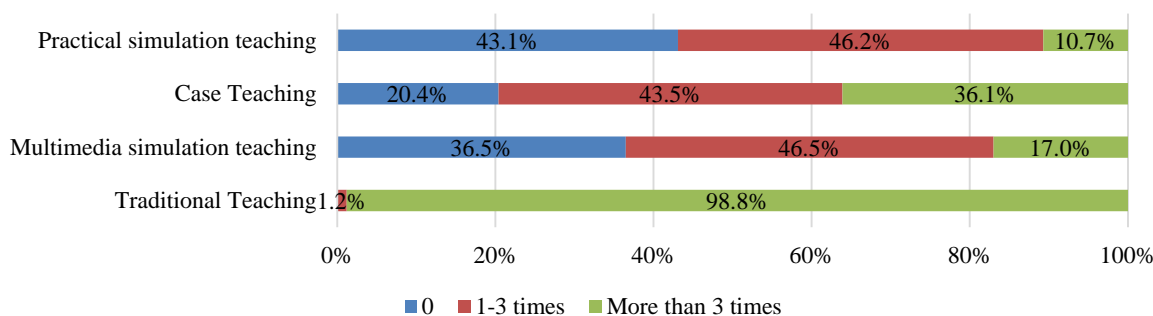


Figure 2: Statistics on the number of teaching modes of professional courses monthly

In terms of teaching methods, although most of the courses have realized multimedia teaching, the main theoretical teaching is still teacher-centered. Teachers carry out one-way knowledge indoctrination with more theory and less application, so the teaching lags behind practical application. This paper counts the number of unused teaching modes in students' professional courses. The most frequently used teaching models are Traditional Teaching, accounting for 98.8%. And then it is case teaching, accounting for 36.1%. The detailed results are shown in Figure 2.

### 3.3 Lack of practice platform

Practice training base is to ensure the practice teaching of marketing specialty, but the actual investment is obviously insufficient. Most of them are to satisfy the evaluation and inspection of the competent units. According to the survey results, what the students lack most is the innovation and entrepreneurship training base and marketing training base, respectively 63.4% and 52.6%. The detailed results are shown in Figure 3.

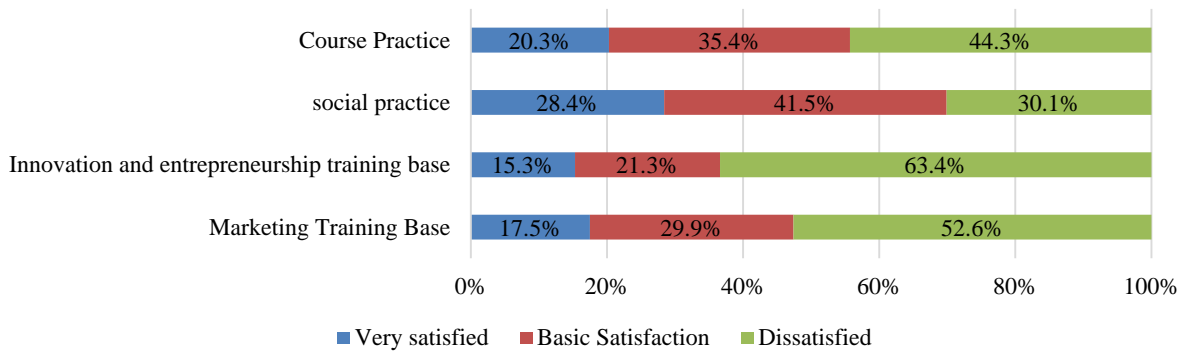


Figure 3: Lack of practice platform

## 4. Suggestions on the training of marketing professionals

### 4.1 Constructing the training system of innovation and entrepreneurship talents

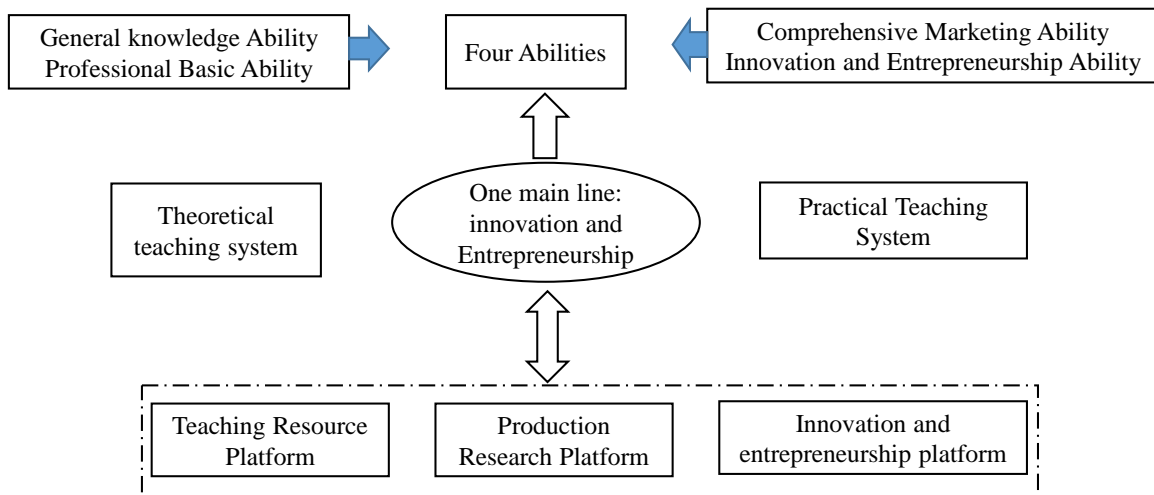


Figure 4: Training system of innovative and entrepreneurial talents in marketing major

This paper focuses on "innovation to improve employment ability, entrepreneurship to improve the quality of employment" as the main line of the education system. Relying on the three practical platforms, we can cultivate students' four key abilities through theoretical teaching and practical teaching system. The training system of applied marketing talents is shown in Figure 4.

### 4.2 Reforming and improving practical teaching system

At present, the practical teaching system includes training, practice and graduation design. The reformed practical teaching system includes curriculum training, special training, comprehensive training, post skill training and graduation practice. As shown in Figure 5.

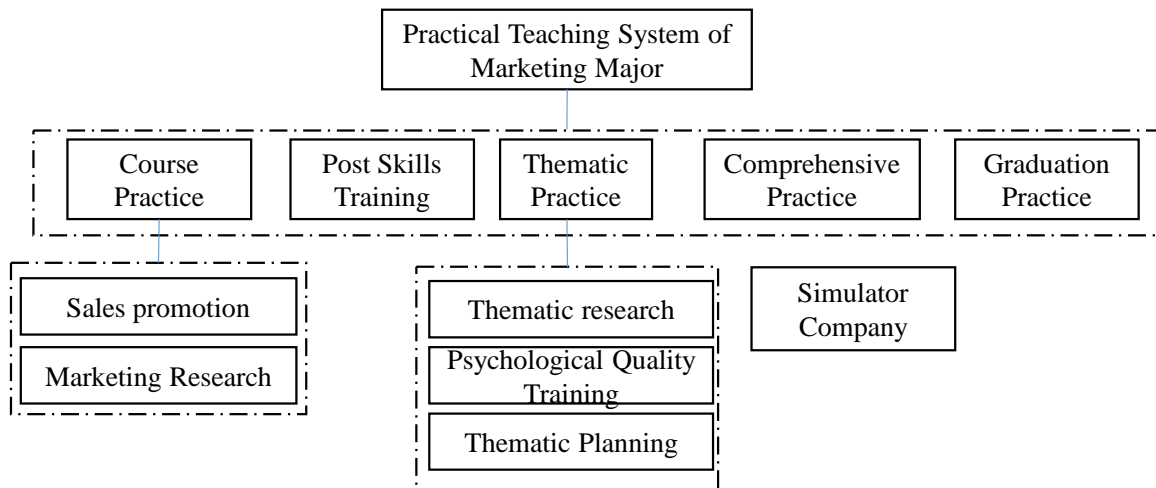


Figure 5: Practical teaching system

## 5. Conclusions

Innovation consciousness and entrepreneurship ability are the core of collaborative education. Students have the ability to analyze and solve problems. At the same time, through the sense of innovation, students can creatively find a new perspective to look at the problem.

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