

Cultivation of Marketing Professionals in Higher Vocational Colleges from the Perspective of Innovation and Entrepreneurship

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Abstract: The difference between teaching in higher vocational colleges and ordinary higher education universities is that higher vocational colleges pay more attention to the cultivation of applied skills. Similarly, innovation plays an important role in the development of the times and the progress of society. Cultivating innovative talents is the goal of training socialist talents. This paper will analyze the problems existing in the marketing professional teaching in the current higher vocational colleges, and clearly introduce the significance of introducing the perspective of innovation and entrepreneurship into the teaching of higher vocational marketing, and give specific suggestions on the methods of training marketing professionals in higher vocational colleges from the perspective of innovation and entrepreneurship, hoping to help colleagues.

1. Introduction

With the continuous deepening of reform and opening up and the continuous innovation of technology, all industries in China have made great progress. In the past 40 years of reform and opening up, along with the rapid development of China's economy, China's higher education system has been constantly improving and reforming. The demand for talents has also changed. The past elite education has gradually turned into mass education. As the market economy reform continues to deepen, the country's demand for marketing professionals is growing, and even a certain manpower gap has formed^[1]. Based on this social background and the core goal of cultivating professional applied talents for the society, all higher vocational colleges have demanded new educational reforms and new teaching methods on the basis of setting up marketing majors, and are increasing relevant input of teaching resources year by year. Although the marketing profession in higher vocational colleges has formed a scale, the organization and teaching system have gradually matured, but there are still many shortcomings. In order to cope with the current transition from high-speed economic development to high-quality economic development in China, in order to deliver more and better professionals to the market, it is necessary for us to investigate the current marketing teaching situation in higher vocational colleges and analyze the existing Problems, targeted improvement in teaching. The training method of marketing professionals based on the

perspective of innovation and entrepreneurship has gradually gained the attention of the majority of institutions, teachers and students.

2. The Status Quo of the Training of Marketing Professionals in Higher Vocational Colleges

2.1 The disjointed teaching and actual needs

The essential difference between higher vocational colleges and ordinary higher education institutions is that the emphasis of talent training is different. Ordinary colleges and universities focus on cultivating theoretical and disciplinary research talents, while higher vocational colleges focus on training professional applied talents. Therefore, the teaching objectives of higher vocational colleges must match the current status of the corresponding industry and the overall needs of the society^[2]. However, due to various reasons, the teaching of most higher vocational colleges is still limited to the scope of the school, and the sensitivity to the current development trends of related industries is not enough. It also lacks the professional teaching objectives and the cultivation of students according to the actual situation and needs of the society^[1]. The marketing teaching in higher vocational colleges follows the traditional talent training method. The knowledge and skills taught in the classroom are out of touch with the current social reality. In addition, the cooperation between schools and enterprises in higher vocational colleges has not attracted enough attention. School-enterprise cooperation is either not universally carried out, or school-enterprise cooperation is only focused on formalities. It does not really make good use of the efficient teaching methods of school-enterprise cooperation. The above various reasons have jointly caused the problem that there is a big difference between the current marketing teaching of higher vocational schools and the actual needs of enterprises.

2.2 The lack of educational practice

Due to the teaching characteristics of higher vocational colleges, in the design of teaching programs, we should pay equal attention to both theoretical teaching and practical education, and even increase the investment in practical teaching. However, extensive practical verification shows that the teaching in higher vocational colleges is based on the theoretical teaching in the classroom, and the practical teaching has not received the attention it deserves. The same is true for the teaching of marketing, where schools and teachers pay too much attention to theoretical teaching. The root cause is that people do not realize the importance of practical teaching of high-level marketing, and the distribution of teaching resources is mainly based on theoretical teaching. This leads to students only mechanically mastering the knowledge in the field of marketing theory, and cannot effectively integrate this knowledge content, and promote the comprehensive ability and related skills in the field of personal marketing. Marketing majors in higher vocational colleges do not pay attention to practical teaching, which will inevitably lead to the problem of students' ability to analyze problems and solve problems, and the gap between actual needs and enterprises is too large.

2.3 Single evaluation system

In the teaching of marketing majors in higher vocational colleges, in addition to the problems of teaching methods, a single evaluation system is also one of the important factors hindering development [3]. At present, the e-commerce professional has a single form of assessment. It only evaluates the learning effect according to the students' attendance, homework and final theoretical examinations. The measurement standard of the evaluation is too narrow, and it is impossible to

truly and scientifically evaluate the students' learning outcomes. Students can't really grasp what is lacking in their current learning, which aspect is what they need to maintain, and which aspect is their true core competitiveness. Such an evaluation system cannot provide a basis for the improvement of the subsequent teaching mode, and it also seriously affects the effectiveness and accuracy of self-reflection and self-improvement of teachers and students.

3. The significance of cultivating marketing professionals from the perspective of innovation and entrepreneurship

3.1 The concept of innovation and entrepreneurship education

With the continuous development of the Internet economy, the rapid development of society, and the opportunities and challenges brought about by it, if the traditional entrepreneurial model is used, it can no longer meet the needs of such times. At the same time, to meet the needs of the market, innovative entrepreneurial models characterized by collaborative innovation and shared sharing have gradually begun to emerge. This makes it necessary for college educators to reform the traditional marketing teaching. The so-called innovation and entrepreneurship education is to aim at cultivating high-quality talents with good sense of innovation and entrepreneurship, thinking and ability. It not only has advanced innovative thinking, but also has the ability to apply and practice with innovation. This invisibly requires that colleges and universities not only pay attention to theoretical teaching, but also pay attention to students' practical ability, pay attention to the combination of theory and practice, and continuously improve students' ability of innovation and entrepreneurship.

3.2 Innovation and Entrepreneurship Education Help School-Enterprise Cooperation and Resource Sharing

Innovative entrepreneurship education actively cooperates with enterprises in the implementation process, which is conducive to following the principle of resource sharing and two-way win-win, and attracting diversified investment in corporate funds. The colleges and enterprises jointly build a marketing teaching system that integrates students' practical training, training, and vocational skills appraisal to meet the needs of students' professional skills training, and achieve seamless integration between internal practice training and post production internship. [4] At the same time, in the specific progress of the project, the institutions can also invite well-known industry enterprise experts to serve as visiting professors. In this way, institutions and enterprises can share teaching resources and achieve a win-win situation.

3.3 Innovative Entrepreneurship Education Helps Students' Cultivation

Entrepreneurial potential, intellectual training, and innovative quality training are the main contents of the cultivation of innovative entrepreneurship, which coincides with the three knowledge sectors of marketing. One of the benefits of the application of the innovative entrepreneurship education model in the marketing of higher vocational education is that it can bring more colorful teaching modes and rich teaching modes. The second advantage is that students can learn through the process of innovation and entrepreneurship. Combining theory and practice, Lieutenant constantly integrates resources and continuously stimulates potential to enhance students' comprehensive ability. More teaching materials, more teaching cases, and more social enterprise practices can significantly enhance students' horizons. After students have a direct contact with all aspects of the marketing profession, students will slowly identify the sub-directions they

really want to study in depth. Only by choosing a research direction that they really like, students can have the motivation to learn by themselves, thus helping students to build professional skills in a certain sub-direction.

4. The Path of Training Professional Talents in Higher Vocational Colleges from the Perspective of Innovation and Entrepreneurship

4.1 Aiming at cultivating high-quality talents for innovation and entrepreneurship

The modern education concept generally agrees that students are the main body of teaching activities, teachers are only the main guides of teaching activities, and all teaching activities should be student-centered. The traditional vocational marketing teaching has a single teaching goal, which can not reflect the students' real interest in learning, and does not meet the needs of the current society for marketing talents. After the introduction of the innovative and entrepreneurial teaching model, in the development of creative talents, schools and teachers can establish innovative teaching thinking, and at the same time fully reflect the individual differences of each student in the teaching objectives. [5] In addition, the introduction of innovative entrepreneurship education can also strengthen the understanding and mastery of schools and teachers on the development trends in the current marketing field, and enhance their sensitivity to the development of the industry, so that schools and teachers can keep up with the development of the industry. Market demand and employment situation to develop training objectives for higher vocational marketing courses.

4.2 Establishing diversified teaching methods to achieve dual-creative talent training

In the process of cultivating talents in higher vocational colleges, if you want to continually stimulate students' innovative thinking, you can try diversified and innovative education and teaching methods. In the vocational marketing courses, the application of diversified teaching methods, the most important thing is to establish a diversified teaching method. With the rapid development of the market economy, the traditional teaching model has been unable to keep up with the current industry development needs. In order to cultivate professional talents that meet the needs of current businesses, higher vocational colleges must reform their teaching methods. First of all, we must promote the basic-professional-practice trinity of integrated teaching methods, through the study of theoretical knowledge, to consolidate the professional foundation of students; through the study of professional skills, enhance the professional quality of students; through the teaching practice courses, enhance students' ability to deal with problems and Hands-on ability, etc. In addition, we can enhance the diversity of our marketing theory course teaching process through video, image, case, multimedia technology and other means. At the same time, we can strengthen the students' self-practice ability through school-enterprise cooperation and work-study combination. Improve the students' interest in learning and the motivation of self-learning, and thus improve the teaching quality of marketing teaching in higher vocational schools.

4.3 Establishing a scientific and sound evaluation system

After establishing innovative teaching objectives and diversified teaching methods, a scientific and reasonable evaluation system is needed to form a closed-loop feedback mechanism for the entire teaching activities. Without a proper assessment system, teachers can't grasp his real teaching effect, and it is impossible to know where it is worthwhile to improve in the follow-up teaching process. Without a proper evaluation system, students can't fully and accurately study the self. Make judgments and check for missing vacancies. Therefore, we must establish a scientific, reasonable

and perfect evaluation system to replace the current one-sided, single assessment mechanism. In the formulation of a scientific and perfect evaluation system, it is necessary not only to pay attention to the mastery of the theoretical knowledge of students, but more importantly, to evaluate whether he has a high level of practical skills from multiple dimensions, and can learn from students' learning attitudes, academic achievements, and practice. The curriculum's overall performance, practical ability, practical problem-solving ability and subsequent development focus are used to comprehensively judge a student's marketing professionalism, so that students have an accurate understanding of their shortcomings, advantages and core competitiveness.

5. Conclusion

Innovation is the soul of a nation and the driving force for social progress. It is also an important foundation for the country's prosperity and the people's happy life. With the continuous development of the economy, the scope of application of marketing and the scale is very large, and it is also receiving more and more attention and attention from the state and society. Higher vocational colleges are educational organizations that aim to cultivate professional applied materials as the core goal of the society. The marketing professional courses are designed to train the application talents who can quickly get up and do the relevant professional work. Therefore, the marketing courses of higher vocational colleges are still worthy of further exploration. As a training ground for innovative talents, colleges and universities will shoulder the heavy responsibility of the times!

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