

# Discussion on Marketing Teaching Reform and Students' Professional Ability Training

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**Abstract:** The main goal of the teaching of marketing in colleges and universities is to cultivate students' marketing professional abilities. With the development of the economy, the pressure of market employment is increasing. In order to cultivate the comprehensive professional talents required by the society, the marketing majors in universities must aim at the actual situation of professional teaching Situation, take effective measures to fundamentally improve the professional ability of students. Combining with many years of marketing teaching experience in colleges and universities, the author starts with the importance of marketing teaching reform, and introduces measures to reform the teaching of marketing courses and cultivate students' professional ability.

## 1. Introduction

With the development of the economy, the pressure on market employment is intensifying. As one of the major disciplines in the economic and trade management major of higher vocational education, the marketing major plays a vital role in improving the comprehensive ability of students. The marketing major takes teachers 'guidance and students' practical experience as the means to achieve teaching goals. In the process of continuous learning, students can be more active and actively adapt to market development, thereby continuously improving the marketing ability of college students. Colleges and universities are an important place for talent training in China. Since the 21st century, the demand for marketing talents has continued to increase. In order to provide society with more comprehensive marketing talents with high quality and high business capabilities, colleges and universities must integrate practical teaching The situation provides motivation to improve marketing capabilities. In the actual teaching process, there is a large gap between the teaching mode, methods, and methods of marketing majors and the development goals of the majors, which hinders the improvement of students' abilities and also fails to meet the needs of social development. Therefore, college marketing teachers should take Effective measures to fundamentally improve the marketing ability of college students.

The major course of marketing students in the learning process is marketing, and this course is mainly to teach students theoretical theory, and at the same time to analyze teaching cases in the teaching process, in order to train students marketing Ability to make students a true marketing talent. However, at present, in the process of marketing teaching to students, there are still some problems, such as teaching concepts, teaching methods, etc., and these The problem has affected the students' professional ability. Therefore, in the process of marketing teaching to students, it is necessary to carry out appropriate reforms in accordance with the actual situation, so that students can enter the society with a certain professional ability in the future. In view of this, The author also conducted the following analysis of its marketing teaching reform and the cultivation of students' professional ability.

## 2. Problems in Marketing Teaching

Problems with teaching philosophy With the continuous development of the society, the

education field has undergone great development. In this case, the educational scale and educational philosophy of various colleges and universities have changed to a certain extent. However, marketing education In the process, there are still some colleges where the teaching philosophy is inconsistent with the educational philosophy of the times. In the actual marketing teaching process, some colleges still use the traditional education model in the education process. Over-emphasis; some schools have their own teaching ideas changed and upgraded, but in the actual teaching process, they still use the traditional teaching ideas of the past. In this case, there are major problems in marketing teaching. In this way, the quality of marketing teaching has been restricted.

There are problems with the teaching method. In the process of marketing teaching for students, the problem still exists in the teaching process is that the traditional teaching method is used in the teaching process. This method of teaching is relatively simple, and students have been in this for a long time. Under this kind of teaching method, it is difficult to become interested in marketing courses that are more theoretical in nature. Therefore, it is difficult to have enthusiasm for participation in the practical learning process. In the end, it is difficult to ensure the quality and effect of marketing teaching. Under the continuous development of social information technology, the market and society have also put forward higher requirements for marketing talents. In this case, if teachers want to ensure that students have the corresponding ability, their teaching methods must be in line with the market. And the development of society, so as to truly improve the professional ability of students and make them marketing talents. However, at present, in the actual teaching process of colleges and universities, there is still a certain backwardness in their teaching methods, which is difficult to tighten. Keep up with the pace of social development. influences.

Not paying attention to the cultivation of students' innovation ability In the process of marketing teaching to students, there are a lot of colleges that pay more attention to the explanation of knowledge, but not enough attention to the cultivation of students' ability, especially students' innovation ability. In terms of marketing. However, the professional ability of marketing itself has a more significant relationship with students' innovation ability. If teachers do not pay attention to the cultivation of students' innovation ability in the teaching process, students will only copy the marketing methods of others in the future marketing process. But do not know that you have to innovate yourself, so it will be difficult to produce a better marketing effect.

Lack of a corresponding evaluation system In the process of marketing teaching to students, cultivating students' professional ability has a more important role in the future development of students. However, in the actual teaching process, many institutions lack a corresponding evaluation system. In the process of evaluating students, most of the traditional evaluation methods are used in the past. Specifically, the traditional written test method is used in the evaluation process, and this evaluation method can only evaluate students' grasp of theoretical knowledge at most, but The investigation of students' vocational abilities has obvious shortcomings, and this problem makes it very difficult to ensure the quality of marketing teaching.

Faculty need to be improved In the process of marketing teaching to students, the quality and quality of the teaching staff will directly affect the quality of marketing teaching, and will also affect the effectiveness of cultivating students' professional ability. But, for now, In the process of marketing teaching for students in various universities, the quality of the teaching staff needs to be improved. Many teachers mostly lack practical experience. Most school teachers have good quality in lectures, but in terms of cultivating students' professional ability, There are certain problems, which makes it difficult to develop students' professional ability.

### **3. The Importance of Marketing Teaching Reform**

With the development of the economy, the demand for marketing talents in the society continues to increase, and it is particularly important to strengthen marketing teaching in universities. The marketing major has only a history of more than 20 years in China's colleges and universities, and the understanding of relevant industries on the understanding and application of marketing theory still needs to be improved. The comprehensive quality of marketing professionals in some enterprises does not keep up with the actual development goals. Many companies mistake sales as

marketing; the selection of some senior marketing managers is based on their years of marketing experience. With the development of the global economy, there is a large gap between related companies on the international stage of Chinese companies. In order to gain a firm footing in the fierce market competition, companies must start with the teaching of marketing majors in colleges and universities and take effective measures to fundamentally promote the reform of professional teaching. Development, thereby improving students' professional ability. In addition, the market economy system is constantly improving, and the role of marketing in the development and construction of various industries is becoming more and more obvious. Marketing talents have gradually become the core component of corporate human resources. It is especially important to cultivate high-quality, high-level marketing talents. Therefore, colleges and universities must strengthen marketing teaching reform.

#### **4. The Importance of Marketing Teaching Reform to the Cultivation of Students' Professional Ability**

Marketing teaching reform can improve the quality of teaching staff. In the process of marketing teaching reform, universities and colleges will carry out targeted reforms to address the issues mentioned above. In this case, the teaching staff can be effectively improved. The overall quality of the school has changed the lack of marketing experience of the previous teaching staff, so that it can effectively improve the good teaching effect for students and truly cultivate and develop students' professional ability.

The reform of marketing teaching can realize the cultivation of students' professional ability. After the reform of marketing teaching, teachers have more professional knowledge of teaching theory and also have corresponding practical experience. Under this background, marketing teaching to students can effectively change the disadvantages of prior knowledge and light practice, so that students' professional ability will be significantly improved, and eventually the purpose of cultivating students' professional ability can be effectively achieved.

Marketing teaching reform can provide the society with real marketing talents. Under the traditional teaching mode, the students they cultivated are not real marketing talents. However, after the reform of marketing teaching, students can not only Under this mode, the corresponding theoretical knowledge will improve the professional ability of students. The marketing talents cultivated under this model are the talents that really meet the social needs [3].

#### **5. Measures to Reform Marketing Course Teaching and Cultivate Students' Professional Ability**

Emphasize case teaching and strengthen the practical experience of learning content. Case teaching plays a vital role in the teaching of various disciplines. At present, many countries have adopted case teaching methods. While guiding students to correctly understand theoretical knowledge, they can also Promote students to better connect theoretical knowledge with practical activities. Therefore, promoting the reform of the marketing major in colleges and universities requires teachers to highlight case teaching and strengthen the practical experience of learning content. In the actual teaching process, teachers should strengthen the research on teaching content. Only by understanding the content and core value of teaching content correctly can students' professional ability be fundamentally improved. For example, in the actual teaching process, before adopting case teaching, teachers should first clarify the actual goals of case teaching, and guide students to correctly master the basic principles and theoretical knowledge of marketing majors. After the case study, students should guide students to correctly understand the content of the case. Through reflection and questioning, it helps students to answer questions in case teaching, while stimulating students' interest in learning, and fundamentally improving students' professional ability.

Introduce successful teaching cases from abroad and strengthen practical training. The “dual system school-enterprise cooperation” teaching model plays a vital role in the teaching of marketing majors in western developed countries. Important means. In order to promote the reform of the

teaching of marketing in China, the teaching professionals of marketing in higher vocational colleges in China should introduce successful teaching cases from abroad, strengthen practical training, and improve students' professional ability in marketing. The “dual system school-enterprise cooperation” teaching mode requires students to strengthen their practical ability through cooperation with enterprises after completing theoretical teaching knowledge. The main place of practical teaching is practical enterprises. While guiding teachers to pay attention to the importance of innovation and research, they can also improve students' practical and practical abilities in varying degrees. For example, in the actual school-enterprise cooperation process, the relationship between theoretical teaching and practical teaching is getting closer and closer. Theoretical knowledge is the basis of practical activities. Students will continuously improve their understanding of the importance of theoretical teaching in order to show themselves in practical activities. . University marketing professional teaching staff should combine the actual teaching situation to establish an internship training space that integrates teaching, production and scientific research. Students will experience the characteristics of marketing professional in the process of close contact with the real society, so as to continuously Improve your own professional level in marketing and continuously improve yourself in social practice.

Use a variety of assessment and evaluation mechanisms to stimulate the comprehensive potential of students. Adopting a variety of assessment and evaluation mechanisms can not only increase students' interest in learning, but also fundamentally guide students to correctly understand the correlation between new and old knowledge. A proactive learning attitude is the basic guarantee for improving students' learning ability. In practical teaching, teachers should take a variety of effective measures to guide students to correctly understand themselves, understand the deficiencies and shortcomings in their own development process, and take effective measures to remedy them in a timely manner. The use of a variety of assessment and evaluation mechanisms will help students to continuously improve their overall ability in evaluation, and create a good learning atmosphere through learning and mutual assistance, thereby increasing students' enthusiasm for marketing teaching. The use of various assessment and evaluation mechanisms requires the introduction of flexible and diverse assessment methods, and the establishment of a scientific and reasonable marketing assessment and evaluation system in combination with the actual situation of the development of the marketing profession in colleges and universities. In this process, teachers should not only focus on the importance of theoretical teaching, but also incorporate practical teaching into the scope of classroom teaching to lay a solid foundation for the improvement of students' comprehensive ability. The actual assessment system should give full play to the characteristics of classroom teaching, and include closed-book, open-book, classroom performance, interactive ability tests, ability analysis tests, etc. into the scope of assessment, and then combine the principle of “score weight” to calculate the student's comprehensive score, Lay a solid foundation for improving students' comprehensive ability in marketing.

## **6. Conclusion**

In short, promoting the teaching reform of marketing major is an important guarantee to meet the needs of social development. In the actual teaching process, college marketing teachers should start by highlighting case teaching, introducing successful teaching cases from abroad, and adopting various assessment and evaluation mechanisms to promote the teaching reform of marketing majors while fundamentally improving students' professional capabilities.

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