

Exploration on the Construction Path of AIGC Marketing Laboratory in Applied University-- Taking Guangdong Neusoft University as an Example

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Abstract: As AIGC technology has a wide range of applications, we try to explore on construction of a laboratory mainly focusing on marketing area, combined with the university's own software technology advantages, committed to build a comprehensive, interdisciplinary laboratory.

Keywords: AIGC; Marketing Laboratory; Construction Path

Artificial Intelligence Generated Content (AIGC) refers to a technology that generates relevant content with appropriate generalization ability through the learning and recognition of existing data based on artificial intelligence techniques such as generating adversarial networks and large pre-trained models.

The CAC, together with the National Development and Reform Commission, the Ministry of Education and other departments, issued the Interim Measures for the Management of Generative AI Services, pointing out that the innovative application of generative AI technology in various industries and fields is encouraged, and industry organizations, enterprises, education and scientific research institutions are supported to collaborate in generative AI technology innovation, data resource construction and risk prevention.

Media website Insider compiled a list of the types of jobs that are most at risk of being replaced by artificial intelligence technology, among which advertising, news, market research analysts, graphic designers and other occupations are more or less connected to the marketing industry. Therefore, the application and progress of AI technology has had a huge impact on the marketing profession. Professional construction must quickly keep up with the development needs of the times. The establishment of AIGC Marketing Lab is in line with the requirements of the technology innovation.

1. Present situation of teaching and talent training

The Marketing major of the School of Business Management of Guangdong Neusoft University is oriented to meet the needs of marketing talents for the development of the new economy of the country, and characterized by "big data marketing" and "international marketing", based in Guangdong Province, the Greater Bay Area of Guangdong, Hong Kong and Macao and enterprises and institutions in the pan-Pearl River Delta region, to transport high-quality applied talents for economic and social development. In addition to basic marketing courses, Neusoft University has set up courses such as "Big Data Marketing", "Big Data Collection" and "Business Data Analysis" in combination with its advantages in science and technology, so as to cultivate students' professional quality and ability in big data. This major has a solid foundation in basic marketing theoretical knowledge, but as a college for cultivating applied talents, students' vocational skills training is still weak.

2. Problems facing the current situation of laboratory construction

At present, the construction of the existing laboratory in the school includes two stages. The first stage is the traditional "computer room + software" stage. The marketing professional laboratory set up the marketing decision simulation laboratory many years ago, and the content is international trade practice and marketing sand table. It can not reflect the forefront of marketing theory and practice changes. The second stage is the new media stage, the establishment of live broadcasting studio, mainly live broadcasting and video shooting. But because there is no university-enterprise cooperation mechanism, only for class use, so the utilization rate is very

low. In addition, the lab still has the following problems:

(1) The concept of laboratory construction is backward. The construction of the liberal arts laboratory has always been insufficient. As a marketing major with strong application, every application of science and technology will bring great changes. It is necessary to clarify the importance of the laboratory in the personnel training system and strengthen students' practical links.

(2) The construction of laboratory teaching system is lagging behind. The liberal arts generally attaches less importance to practical teaching, the teaching content is fragmented, the correlation between teaching and practice is lacking, and the students can't experience the fun of practical innovation. Marketing major has strong interdisciplinary attributes and practicality, while laboratory construction is mostly based on a single course or major, without integrating new technologies into experimental courses, resulting in insufficient comprehensive ability and interdisciplinary integration ability of students.

(3) The structure of the laboratory teaching staff needs to be improved. In terms of the selection and training of laboratory teachers, teachers in colleges and universities focus on the consideration of theoretical academic ability and teaching level, while part-time teachers in enterprises tend to be technical backbones with strong technical ability and outstanding professional practice ability.

3. Explore the construction path of AIGC marketing laboratory

3.1 Ideas for laboratory construction

AIGC technology has a wide range of applications, the laboratory mainly focuses on the application of marketing, combined with the school's own software technology advantages, is committed to building a comprehensive, interdisciplinary laboratory. As a base for knowledge expansion, engineering training, collaborative innovation, it is constructed from four dimension: demand, platform, personnel and achievements. The management content should integrate teaching, scientific research, industrial incubation and other objectives; The management object should combine the strength of students, teachers and enterprise personnel. Management means need to rely on the laboratory platform multi-party resources.

3.2 Laboratory construction conditions

Laboratory construction conditions are mainly guaranteed by three aspects, including the support of management system, hardware and software support, and the support of diversified talents.

(1) Management system guarantee: The laboratory is based on the teaching philosophy of "topcares" of Neusoft University. Namely Technical knowledge and reasoning, Open thinking and innovation, Personal and professional skills, Communication and teamwork, Attitude and manner, Responsibility, Ethical values, Social Value Created by Application Practice. It has constructed a talent training index system including 8 first-level, 35 second-level and 133 third-level indicators, and decompose the talent training objectives into each course, each project, each activity and each experiment, so as to ensure that all educational activities and teaching links can support the integrated development of students' knowledge, ability and quality.

(2) AIGC hardware and software system support: equipped with advanced computer, network equipment, experimental equipment and other basic equipment, can fully meet the needs of students in the hardware environment. In terms of software, AIGC has built rich software resources, including various generation systems, graphics and word processing systems, database management systems, etc., which can fully meet the needs of students in software environment. The laboratory should also establish a perfect security system to ensure the network security, data security and equipment security of the laboratory.

(3) Diversified talent support: The laboratory has a diverse team of teachers and excellent student groups. The faculty team consists of professors, associate professors and lecturers with rich teaching and practical experience, who can provide students with a full range of teaching support and practical guidance. In addition, the lab also actively carries out school-enterprise cooperation and invites enterprise tutors to teach in the lab to provide students with more learning opportunities and practical experience.

3.3 Basic functions of the laboratory

The main function of the AIGC New Media Marketing Lab is to provide students and researchers with advanced tools and resources to support their academic and practical work in the field of new media marketing. The basic functions of the lab are as follows:

(1) Education Training and Research Innovation: To provide students and faculty training so that they can become proficient in the use of AIGC tools and understand the latest trends and best practices in marketing. To Support faculty and students to conduct research in the field of new media marketing, including market analysis, user behavior research, advertising effectiveness analysis, etc.

(2) Social Media Management and Content Marketing: To acknowledge the importance of social media, learn how to manage social media accounts, create engaging content, and use analytics tools to track and evaluate effectiveness. Also how to create engaging content, including new media articles, videos, social media posts, and the use of AIGC tools to aid creation.

(3) Big Data Analytics and Forecasting: To master big data analytics techniques, including data cleansing, data visualization, and predictive analytics to support marketing decisions.

(4) Software Development and customization: Providing students with the opportunity to participate in the development, commissioning and customization of AIGC tools to meet specific marketing needs.

(5) School-enterprise collaboration: Establishing links with industry partners, provide practical projects and internships, and combine academic research with real market needs.

3.4 Laboratory development path

AIGC can be divided into three levels: base layer, middle layer and application layer. The base layer is mainly composed of pre-trained model technology inputs, representing enterprises including Open AI and Stability.ai, etc. The middle layer provides vertical, scene-based and personalized models and application tools, while the application layer provides content generation services such as text, pictures, audio and video for users at the B/C end.

The first stage: AIGC Marketing Lab mainly focuses on the skilled application of the application layer, carries out school-enterprise cooperation on new media, exercises the most basic application ability and the ability of continuous learning in the later stage for students, appropriately develops the middle layer, and develops the vertical, scene and personalized model for the long-term cooperation industry.

The second stage: AIGC marketing Lab integrates the resources of the School of Computer Science and the School of Digital Media Design on the basis of the application level, deeply develops the middle layer, and creates a vertical and personalized model.

The third stage: on the basis of the good foundation of the laboratory, the resources of the group, the school and the society are integrated, and the three levels of AIGC are comprehensively researched and implemented in the field of marketing.

4. Conclusion

At present, the laboratory is still in the process of construction. We hope to build it into a domestic advanced AIGC laboratory focusing on the field of marketing, and build a comprehensive laboratory integrating talents training, scientific research and innovation, teaching and competition integration, school-enterprise cooperation and business incubation, so as to serve the economic development of the Pearl River Delta region.

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