

Thoughts on the Construction of Marketing Specialty under the Background of New Liberal Arts

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Abstract: With the continuous advancement of the construction of socialism with Chinese characteristics, the requirements for Humanities in higher education are gradually updated. In the context of the new liberal arts, since 2019, liberal arts majors such as economics, management and law have paid more and more attention to interdisciplinary subjects, and the content of higher education has also tended to be diversified and comprehensive. For the marketing specialty, although it has experienced many years of development, the construction of marketing specialty is still facing some problems and challenges in the initial stage of the construction of new liberal arts. Based on the brief description of the new liberal arts background and marketing specialty, this paper analyzes the problems existing in the discipline construction at the present stage, and puts forward innovative solutions in combination with the future talent demand and specialty training objectives.

Keywords: New Liberal Arts Background; Marketing Management; Professional Construction

1. Introduction

Since the globalization process is advancing day by day, the international and domestic situation has undergone great changes, and the requirements for the talent market are also increasing. The emergence of intelligent AI and big data has also brought us a series of opportunities and challenges. Under the background of new liberal arts, the construction of marketing specialty is an emergency move under such an era background.

2. Overview of the background of new liberal arts

Compared with the traditional liberal arts, the new liberal arts is the reorganization of disciplines, that is, the integration of technology, language, literature and other courses. Its background is that socialism with Chinese characteristics has entered a new era and new economic development, breaking the fixed thinking mode of the traditional liberal arts. It not only inherits the traditional liberal arts thought, but also has the courage to innovate, combine and cross share as the basic path, in order to lay a solid foundation for promoting the integration of multiple disciplines, constantly promote the innovation and upgrading of liberal arts, and gradually change from discipline orientation to demand orientation, as well as change from professional segmentation to cross integration. To sum up, the new liberal arts pays more attention to the comprehensive quality of students and breaks through the closed development in the traditional liberal arts.

The “new” of the new liberal arts is mainly reflected in the change of humanistic spirit and the cross integration of various disciplines. Under this background, the construction of marketing specialty, as one of the liberal arts majors, needs to apply cross-border thinking. Specifically, in the future, the marketing specialty can implement the construction strategy of cross-border thinking in the following aspects and formulate a new professional orientation of cross between arts and science. This professional orientation should jump out of the original liberal arts marketing professional training objectives and teaching contents, replace “defense” with “attack”, actively integrate science and engineering technology and talent training modes and ideas, and refine the marketing professional orientation in line with the new economic background.

3. Problems in the construction of Marketing Specialty under the background of new liberal arts

3.1 The tradition of educational ideas is old.

By paying attention to China's traditional education model, the single indoctrination and cramming education has always been the weakness of our education, which makes students not interested in the classroom and hinders the teaching of skills. In the whole teaching process, the teacher is still the leader of the whole class and ignores the role and position of students in it. Such a teaching model will inevitably lead to the serious lack of independent thinking ability of students and can only simply understand the teaching content said by the teacher. We still follow the rules and don't want to make progress in teaching methods. Even in the marketing class, it is still just a simple description of book knowledge for students to learn in class. Such a teaching method is very single. The final quality of teaching results largely depends on teachers' own language expression ability and students' imagination and acceptance ability. This mode will greatly restrict students and cannot carry out thinking storm teaching. Secondly, any textbook that students learn is lagging behind. Some old ideas cannot adapt to the current changes of the times, and there is a great conflict between theory and practice. Objectively speaking, practice is the only standard to test the truth, but for students, the knowledge learned in many textbooks is useless.

3.2 There is a phenomenon of overlapping between curriculum and curriculum, but it is lack of coordination and unity.

The inevitable consequence of this is that the students have some understanding of each course, but they are not profound. This state of seeming to know but not understanding and the students' lack of understanding. In the whole teaching process, teachers emphasize teaching rather than application. In this way, the trained talents can only be examination talents rather than compound application talents needed by the current society.

3.3 The teaching team has limited experience

Teachers themselves lack practical experience and have certain limitations in their vision in the school. Even if they have done some research, they only stay at the book level and do not really go deep into the company to become sales. They still stay at the book level and lack real perception of marketing.

4. Improvement strategies for the above problems

4.1 Building and improving innovative talent training programs.

In order to meet the requirements of the intersection and integration of marketing specialty and other disciplines under the background of the new liberal arts, we should fundamentally improve the training scheme design of this specialty. According to the development trend of multi-disciplinary characteristics under the background of the new liberal arts, the specialty construction of marketing specialty should focus on the targeted talent training mode and teaching training objectives. It is embodied in the training mode of "one training, two stages and three teaching modules" and the teaching reform idea of "first transformation, post adjustment, and further reinforcement". This targeted talent training model includes comprehensive training for students' self-development ability and self-cultivation ability, teaching by dividing theoretical course learning and practical ability training into two stages, and training students by categories around the training objectives of academic, applied and entrepreneurial talents, in line with the needs of market development and talent quality. This innovative reform idea focuses on comprehensively improving students' comprehensive quality, including students' mastery of theoretical knowledge, application and practice ability, self-improvement and development ability. The main contents include that the focus of teaching has changed from strengthening the mastery of theoretical knowledge to improving the practical application ability, adjusting the professional curriculum and teaching content, and exercising students' comprehensive ability through the establishment of tutor guidance system and summer internship system.

4.2 Strengthening the formulation of practical training program.

Due to the deepening degree of globalization in recent years, China's science and technology, culture,

military and other industries have developed rapidly, and the requirements for marketing professionals are also updated day by day. Therefore, in terms of professional construction, the author believes that we should focus on the theoretical knowledge requirements and practical ability requirements of jobs for marketing professionals under the background of the new liberal arts, and pay timely attention to the development trend and change forms of the industry in the market, so as to design the professional training scheme from the perspective of meeting the market demand. In view of the current market situation, compared with traditional theoretical talents, applied talents have greater competitive advantages and better meet the development needs of relevant fields in terms of future employment. Therefore, when designing the training program, we should increase the proportion of cultivating students' practical ability, and strengthen students' ability to master theoretical knowledge and transform it into skills required in daily work by means of summer centralized practice, setting up special courses and holding practical talent lectures. In the specific implementation process, the teaching mode of combining learning and practice in the lower and higher grades should be implemented, so that students can exercise their theoretical knowledge and practical ability in two different environments of learning in school and practice outside school; We should pay attention to the industry trends in time, and invite high-level talents with practical experience in enterprises to give lectures to help students understand the specific requirements and work contents of professional posts in relevant industries; On the basis of understanding the advanced work concept and industry development trend in relevant fields, it can effectively develop students' innovative thinking, train students to sort out and analyze in time and put forward solutions when they encounter problems.

4.3 Improving the overall quality and professional level of the teaching team.

For the major of marketing, an excellent teaching team plays an indispensable role in the cultivation of talents. Under the background of the new liberal arts, it is emphasized to restructure the different courses of various majors in the discipline on the basis of the traditional liberal arts, so as to provide students with comprehensive interdisciplinary learning. The marketing specialty should build a high-level professional teaching team based on the construction of professional curriculum group. As a practical specialty, teachers of marketing discipline should not only focus on theoretical and academic research in the school, but also introduce high-level talents with rich practical experience through exchange and learning with relevant industries, so as to build a "double qualified" teaching team with both profound academic foundation and rich application experience. In addition, teachers should also pay attention to the improvement of their own academic level, and constantly learn the latest academic theory and innovative practice of marketing in addition to their daily teaching work, in order to enhance their professional level; At the same time, schools should also implement incentive policies to help teachers improve their comprehensive quality, such as holding regular training meetings, organizing exchange studies, entering enterprises for experience exchange and sharing meetings, etc.

5. Conclusion

In short, there are still some challenges and problems in the construction of marketing specialty under the background of the new liberal arts. For this, this paper puts forward the solutions that we should build and improve the training scheme of innovative talents, pay attention to the cultivation of practical ability and improve the comprehensive quality of teachers, hoping to make contributions to the construction of marketing specialty.

References

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