

# Integrated Teaching Mode of Marketing Course in Technical School

Lin Li

Kun Ming Advanced Technical School, Kunming 650000, Yunnan, China.

**Abstract :** In the process of economic development in recent years, marketing has attracted the attention of the public, and marketing needs to reflect the integrated innovation of marketing teaching curriculum while teaching. Marketing, as a popular major in technical schools, relies on practical cases and practical marketing techniques to carry out integrated teaching of students in technical schools, which greatly meets the employment needs of current social development. This is also the reform and innovation direction that technical schools need to pay attention to in the process of practical teaching. Taking this as the theme, this article discusses the effective development of the integrated teaching mode of marketing course, puts forward the teaching strategy of the integrated mode, and hopes to provide some help to the teaching of marketing course in technical colleges.

**Keywords :** Technical School; Marketing Management; Integrated Teaching Mode; Strategy

## 1. Introduction

From the current situation of economic industry development and problem analysis, based on the current industry's demand for marketing talents, technical colleges and universities also need to improve the teaching objectives of the course in the process of practical teaching, and think about the combination of students' theory and knowledge practice from the perspective of integrated teaching. When necessary, teachers should give students more time to think freely, so that students can improve their practical skills through enterprise practice, truly let students arrange their own academic planning and career planning, and realize the reform and innovation of the integrated teaching mode with students as the main body. Students use the theoretical knowledge of self-study courses to enhance their social adaptability and lay a good foundation for future work.

## 2. Analysis on the current situation of marketing teaching

### 2.1 The teaching mode is relatively simple and aging

From the analysis of the problems existing in the teaching process of marketing in technical colleges, it is found that the teaching process and teaching mode of some schools are relatively single and aging. Under the background of the rapid development of modern economy, students' education methods need to conform to the development trend of the times and cultivate more social adaptive talents for the society. Through the current reform of teaching methods, such as common cloud classroom, industry education integration training base, etc., the diversity of teaching methods is also reflected in the process of these teaching methods reform. However, at present, some technical colleges and universities have the problems of single teaching mode and aging teaching methods in the teaching process of marketing. More lies in the fact that teachers, as the teaching resistance of the classroom, explain the teaching content of the classroom, and students only passively accept knowledge points. Such a teaching method is not conducive to the construction of efficient classroom and the realization of the goal of integrated teaching mode. In the traditional marketing course, in the teaching process, teachers explain the classroom knowledge points through blackboard demonstration, which is lack of necessary marketing practice. However, modern education is more inclined to network-based education, which is determined by the development of contemporary society. Under the integration background of this new education method, the traditional single marketing teaching method can no longer meet the development needs of the current era, and experiential teaching

Copyright © 2021 Lin Li

doi: 10.18686/ah.e.v5i11.4186

This is an open-access article distributed under the terms of the Creative Commons Attribution Non-Commercial License (<http://creativecommons.org/licenses/by-nc/4.0/>), which permits unrestricted non-commercial use, distribution, and reproduction in any medium, provided the original work is properly cited.

has become a slogan. The single passive teaching mode is one of the significant problems in the teaching of technical colleges.

## **2.2 Lack of good teaching environment**

In the aspect of students' learning environment, it is mainly reflected in the improvement of teaching mode in technical colleges and the lack of a good environment as the support for improvement. In other words, in the current teaching process of technical colleges and universities, the teaching practice link of marketing has not been paid attention to and reflected. The school does not have the practice room environment for marketing professional practice, or there is a lack of off campus training environment, which leads to the lack of self-improvement of practical skills in the process of practice. In some practical training, there is a lack of supporting facilities and equipment, and more vocational colleges lack a good teaching environment. Because the construction of these information technology environment may require a lot of funds, coupled with the loss of cost, the cooperation between schools and enterprises is not long enough. According to the talent needs of enterprises, the construction of informatization is not enough, there is no way to ensure the quality of teaching, and the way of talent training lacks a good teaching environment.

## **2.3 Lack of effective training mode**

Because the specialty of marketing needs to reflect the professional practice process in the process of integrated teaching, the time requirements for students are higher and higher. It is necessary for students to really improve their time skills in enterprise practice and reflect their future career development. However, from the analysis of the current problems in the teaching process of technical colleges, it is found that the school lacks practical training, or the school's infrastructure and equipment do not meet the requirements in the process of practical training, has less contact with enterprises outside the school, lacks the embodiment of teaching methods such as school enterprise cooperation and work study integration, and the important training role played by the off campus training base is not obvious. In the process of cooperation, some enterprises do not really take students as their own internal employees, and the construction of more training bases may be reflected in a superficial form, which does not play an important role in off campus training. These make the comprehensive effect of students' training work not ideal, students do not understand the authenticity of marketing posts, and there is no way to connect with accurate customers of marketing. The lack of these work experience greatly reduces the training effect of students, which is the main problem reflected in the practical exercise of students outside the school.

# **3. Integrated teaching mode of marketing course in technical school**

## **3.1 Improving students' practical skills and establishing a training platform**

In the current teaching process of marketing, considering the construction of teaching mode from the perspective of integrated teaching, we need to reflect students' practical operation ability and establish a practical training platform suitable for students' career planning and development. In this process, teachers need to pay attention to the synchronization and consistency of integrated teaching space and time, pay attention to the teaching status of students, and change the traditional teaching methods, to reflect diversified training and exercise. For example, in this part of teaching, teachers can organize students to carry out self vocational skill training, and divide students into different groups. Some students act as customers, some students act as salespeople, and help students carry out simulation training according to different sales concept models, including different links such as product production, marketing and marketing, in order to let students feel the authenticity of marketing concept.

Vocational colleges can also hold wonderful marketing business shopping festivals to create a real marketing atmosphere and create a real marketing platform. On the platform, students can apply the theoretical and practical knowledge they have learned, and complete the operation of stores and product sales with the help of the platform. In addition, the school can also hold various skill competitions, design enterprise management curriculum models for enterprise competition, and investigate the market, so as to let students improve their professional ability and level according to their theoretical knowledge and practical skills. Through this kind of skill competition, we should improve students' interest and attention, and attract more enterprises to achieve the mode of school enterprise cooperation. We should establish a product operation marketing platform and organize students to carry out various marketing tasks, including selling products, market research, designing advertising language, completing marketing planning scheme, etc. These are the key points of the innovation of the integrated teaching model, and can also make students feel the importance of the organization and development of marketing work.

## **3.2 Paying attention to the construction of diversified teaching mode**

In the process of integrated teaching of marketing courses, teachers must pay attention to the embodiment of diversified teaching mode, take students as the main position of teaching, and actively update their teaching ideas in classroom teaching. We should take students as the center and give full play to students' subjective initiative. Teachers can divide the knowledge points of

marketing into different small knowledge points to establish students' learning confidence. When students complete a small knowledge point, teachers give students more encouragement and make detailed division for large tasks. For example, when studying user purchase behavior, students can first understand the differences of user purchase behavior, study various behavior types of users, and give corresponding user reception methods through role-playing and other different ways. By reasonably arranging teaching tasks, from simple to complex, we can really let students establish their confidence in marketing learning.

### **3.3 Building a good teaching environment**

In the process of marketing teaching, we should build a good marketing teaching environment and stimulate students' active learning interest. Technical colleges and universities need to focus on students' preferred ways to carry out teaching activities. For example, in the process of marketing teaching, teachers can implement sales training and simulation training, strengthen the cooperation between schools and enterprises, and implement practical teaching, so as to truly let students understand in simple terms, let students truly feel the law and essence of marketing activities, and give students more opportunities for marketing practice experience. We can establish students' assessment and evaluation system, improve the assessment and evaluation system, and improve students' personal learning attitude. We should pay attention to the improvement of students' ability in theory, practice and comprehensive quality. In such a good integrated teaching environment, students can really improve their professional quality, reflect the exercise of their professional skills, and lay a good foundation for future work development.

## **4. Conclusion**

To sum up, while the teaching of marketing courses in technical colleges and universities is carried out, it is necessary to think about the problems existing in the current teaching from the perspective of integrated teaching, and innovate the self teaching mode in time, so as to meet the employment needs of students under the background of the development of the times.

## **References**

---

1. Yu Z. Exploration of the integrated teaching mode of marketing course in technical schools. *Love Science Every Day (Frontier of Education)* 2020; 147(6): 150-150.
2. Liu Z. Thoughts on the integrated practical teaching method of marketing specialty in technical colleges. *Employment and Security* 2019; (15): 2.
3. Liu X. Application of integrated teaching in marketing course of technical school. *Guangxi Quality Supervision Guide* 2019; (12): 1.