

# On the Necessity of Career Planning Guidance in Higher Education of Clothing Major

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**Abstract:** In the implementation stage of higher education, many teachers may focus on the teaching of basic contents, mainly to enable students to have professional quality through learning. However, at this stage, teachers have not organized career planning and guidance education activities, and students may find it difficult to adapt to the workplace environment after graduation in the future. Therefore, in order to further solve this problem, in the current stage of college education, teachers must carry out effective career planning and guidance, let students make full preparations in advance and effectively enhance students' competitiveness. Therefore, taking the clothing major as an example, this paper discusses the necessity and measures of career planning guidance in the college education of clothing major.

**Keywords:** Clothing major; Higher Education; Career Planning Guidance; Necessity; Measures

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Clothing major is a very popular major in China. There are hundreds of colleges and universities offering this major, and the number of talents transported to the clothing market every year is also very large. However, through specific research, it is found that although students have mastered some basic clothing professional knowledge in school, they may have obvious maladjustment in the process of employment. For example, some fashion design ideas of students may not be connected with the current market concept, so students may be unemployed after graduation. The fundamental reason for this phenomenon is that teachers ignore the content of career planning and guidance in college education, so this paper focuses on this topic.

## 1. This paper studies the necessity of career planning guidance in clothing major in Colleges and universities

Career planning guidance mainly emphasizes that in the process of teaching implementation, teachers can analyze around the professional content, so that students can understand the professional employment status in advance. It plays a very obvious role to carry out career planning guidance in clothing education.

### 1.1 Help students find their development orientation

Through career planning guidance, students can find their future career orientation. Although many students enter the clothing major, they are actually very confused about their future employment direction. As far as the clothing major is concerned, the future students can work in a particularly broad direction. For example, students can complete clothing design, participate in clothing marketing, and even participate in clothing production or management. In the case of teachers' failure to effectively guide the student union, some students may not know what kind of job they should look for after graduation, which is more suitable for themselves. There is an obvious confusion in the employment stage. In the process of career planning and guidance, teachers can comprehensively analyze the market situation for students and analyze the personal characteristics of different students, so that students can find a more suitable career direction in the process of graduation in the future, so that students can find the most suitable position and obtain competitive advantage in the fierce social competition in the future<sup>[1]</sup>.

### 1.2 Develop students' comprehensive quality

Career planning guidance is not a short-term professional course or a few hours of employment guidance lectures. Career planning guidance runs through the whole education system of students during school. When guiding career planning, teachers will connect the curriculum content of clothing major with the corresponding career, and analyze the ability requirements of different positions for students. With the help of this teaching implementation method, students can constantly overcome their weaknesses in the process of learning, and make sufficient preparations for their future employment, which can also play a very obvious role in the development of students' personal comprehensive ability.

### 1.3 Help students develop healthy psychology

Through career planning guidance, it can also help students form a positive and healthy employment psychology. For some students, they think they have mastered professional knowledge during school, so after graduation, students have obvious expectations for their future positions. However, for students who have just entered the society, they do not have enough experience, so there may be some gaps between the job, work content or salary content expected by students and students' ideals in the process of employment. In this process, some students will have a sense of gap, and it may be difficult for them to accept the reality. However, in the stage of career planning guidance, teachers will guide students' employment psychology, so that students can understand that if they want to get long-term development in the industry, they need to constantly accumulate experience and get an ideal job on the premise of constantly improving themselves. In this process, it can help students reasonably adjust their mentality, adjust negative emotions when they encounter setbacks or difficulties at work, and maintain a more positive employment mentality, which can play a very obvious

role in promoting students' future growth and development.

## **2. This paper studies how to guide students' career planning in college clothing education**

From the above, it can be seen that in college education, career planning guidance for garment students has very obvious practical significance and role. However, at this stage, many colleges and universities have not paid attention to the content of this section, teachers have not analyzed the specific teaching details, and the effect of career planning guidance is not ideal. Therefore, the following puts forward some feasible suggestions on the guidance of teachers to students' career planning in college clothing education.

### **2.1 Carry out detailed planning and set up career planning courses**

In the previous college education, in fact, many colleges and universities also set up corresponding career planning guidance courses. However, colleges and universities generally offer some employment guidance lectures during the period when students are about to graduate. Through a few lectures, there is no way to solve the students' confusion in choosing a job or employment<sup>[2]</sup>. Even they will have a very confused psychology and are not sure about their future development direction. Therefore, in the implementation process of clothing education in Colleges and universities at this stage, teachers must guide career planning through the stage of curriculum teaching. From the beginning of students' contact with clothing specialty, teachers need to consciously introduce career planning curriculum. From enrollment to graduation, teachers need to make reasonable arrangements and take career planning guidance as an independent course. In the process of teaching, teachers can conduct all-round analysis based on the professional characteristics and market content, so that students can more clearly find their future development direction in the process of professional learning, so that students can find a satisfactory job after graduation.

### **2.2 Enrich the guidance content and improve the career planning system**

In the process of career planning and guidance for college students majoring in clothing, as college teachers, we need to think from multiple angles. For example, many teachers may just make a simple analysis for students from a theoretical perspective, so that students can prepare in time. However, in this process, the content concerned by teachers does not have individual characteristics. Because there will be some differences in each student's personality and their professional learning, there will be some gaps in the positions that each student will adapt to in the future. Therefore, in the process of guiding students' career planning, teachers must implement the principle of difference. In the implementation of career planning guidance at this stage, teachers need to change their ideas reasonably. For example, in the guidance of career planning, teachers can analyze the needs of the garment industry in the current market, and then analyze the actual requirements of each post for talents in the industry<sup>[3]</sup>. For example, students need to have professional quality, personality, ability and so on. In this process, students can take their seats according to their numbers and choose the development direction that they may be suitable for in the future in combination with their individual situation. In the process of students' doubts, they can talk with teachers at any time, and teachers can give guidance to students alone. In this way, we can ensure that the current career planning guidance is more in line with the actual needs of students. Moreover, in the process of career planning guidance, in addition to the suggestions provided by teachers, colleges and universities can also cooperate with different garment enterprises, so that those staff with rich experience in enterprises can share their experience and provide reliable suggestions for students, so that students can have a clearer direction for their future development after receiving the guidance of career planning, So as to ensure the current career planning guidance effect.

## **3. Concluding remarks**

To sum up, in college education, career planning guidance for clothing majors plays a very obvious role. Through career planning guidance, students can get rid of their confused posture in the process of learning, and enable students to continuously improve themselves in order to better adapt to employment in the future, so as to enhance students' Employment competitiveness. Therefore, in the process of career planning guidance, teachers need to think deeply, improve the current career planning guidance content, and effectively develop the employability of College garment students.

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