

# Comparative Study on the Training Mode of Applied Talents of Marketing Major in Chinese and American Universities and Its Enlightenment

Shujun Zhang

Jiangsu Normal University Business School, Jiangsu Xuzhou 221116

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**Abstract:** Vigorously advocate the development strategy of innovative and entrepreneurial talents, and scientific and technological marketers must also actively cultivate innovative talents. Cultivate high-quality, enterprising and innovative talents with training mode. In this paper, the status quo of innovative entrepreneurial talent training mode, and the innovation of marketing professionals involves the construction of entrepreneurial talent training mode. On this basis, combined with the marketing practice of China universities in the United States, this paper expounds the components of this system, and designs courses, teaching modes, teaching methods and teaching modes for marketing professionals to increase the training of marketing talents.

**Keywords:** Talent training mode; Marketing; Chinese and American universities

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## Introduction

At present, the training of marketing talents in colleges and universities in China focuses on theoretical teaching, but students' practical operation ability is insufficient, so they can't give full play to their professional advantages. However, with the increasing demand of marketing for enterprises and the market, it is urgent to train marketing professionals in colleges and universities at the social level. Introduce foreign advanced teaching methods and improve our traditional training mode.

## 1. Training mode of applied talents in American marketing specialty

### 1.1 The background of American model

The significance of marketing teaching in the United States is to compress the professional experience accumulated over the years into a two-year course for inexperienced students to "learn". This is the purpose of their marketing training, and this is also the philosophy of talent training in the American market. Here, we will introduce the marketing talent training mode of Syracuse University, a famous American university.

### 1.2 Training mode of marketing professionals in Syracuse University

#### 1.2.1 Training objective

The goal of marketing training is to make students look forward to the university. They usually work in management, high-tech enterprises, finance and investment banks, and have the opportunity to have a deeper understanding of modern marketing concepts, tools and practices.

#### 1.2.2 Curriculum system

In Whitman School of Syracuse University, students have many majors to choose from, among which production management, sales management, marketing and scientific research are the main ones. In addition, the course also provides a course to learn some traditional marketing aspects, such as supply chain management and retail management. Mainly study basic knowledge such as economy, psychology, sociology, anthropology, management and statistics.

### 1.3 Advantages of the American model

#### 1.3.1 A better curriculum model

In the United States, each school has its own set of training for marketers. The training methods of marketing professionals vary

according to different teachers, different development directions and different students. Everyone's training time is different, usually a few years. American universities offer different types of compulsory and elective courses to meet the needs of college students. In order to better achieve the purpose of cultivating applied talents.

### **1.3.2 Using heuristic case teaching method**

In the United States, the main content of marketing is case analysis. It can stimulate students' thinking and stimulate their learning motivation. Then, the case study clarified how to do it and how to improve the learning objectives.

## **1.4 The shortcomings of the American model**

First, there is a lack of systematic theoretical understanding. The United States is an education system based on "professional technology". The teaching plan pays too much attention to reality, simplification and practicality, and lacks logic and system; Secondly, there are some defects in this training method. The selection of cases is a complicated problem. Students have different knowledge bases, and their understanding of the case will be very different. In this case, it is impossible to ensure that every student can gain experience in marketing theory from the case.

# **2. Training mode of marketing professionals in China**

## **2.1 The Background of China Model**

With the continuous development of China's market economy, the demand for marketing by marketing experts in industries such as industry and service is getting stronger and stronger. At the same time, enterprises should also take the road of internationalization to cultivate all-round talents in the application market. Under the educational concept of innovation and entrepreneurship, the application industry of undergraduate marketing must meet this demand and promote the training of innovative talents. According to this model, high-quality talents with theoretical knowledge and practical skills are cultivated. In order to meet the challenge of China's entry into WTO, the company especially needs talents with strong adaptability, adaptability, innovation and growth. This requires a sales team with high comprehensive quality.

## **2.2 Training mode of marketing talents in domestic colleges and universities**

### **2.2.1 Curriculum system of domestic universities**

At present, the marketing major in domestic universities has initially established a "dual-platform, multi-directional" curriculum system

Ensure that new teaching concepts and methods are always rooted in the courses of various disciplines, rooted in students' subjective experience, and reflect and study with students as the center. Interactive debating teaching method can be applied to basic courses. In the classroom, teachers divide students into different discussion groups by setting topics, give full play to their main role, teach speculative courses, and on this basis, continue to explore the academic research of students. In the school curriculum, the teaching method of combining "project system" with "subject competition" is used to plan and implement it in an all-round way, thus achieving good teaching results; Combine offline and online learning to improve students' knowledge level in various ways.

### **2.2.2 The purpose of marketing theory teaching**

Let students have a deeper understanding of the basic theory and knowledge of marketing, and focus on students' cognitive rules and national laws, which is in line with the training objectives of diversified talents and embodies knowledge and multiple perspectives. It is currently under way. On the basis of the new three-dimensional evaluation, the demand for marketing talents with relevant knowledge, skills and qualities is: the basic quality and skills of a group of indicators, a group of marketing skills and indicators, and the comprehensive quality of indicators is innovation and entrepreneurship. On this basis, the related courses and specific knowledge and skills of each discipline are planned in detail, thus determining the feasibility of each discipline. The structure, design and division of curriculum constitute a decomposition matrix of ability development and ability training.

### **2.2.3 Practical teaching mode of marketing**

The purpose of training is to let students understand the principle of new marketing cost and cultivate their marketing training ability through training. Based on the basic knowledge of marketing, three core modules are set up: market research, market planning and marketing. At the same time, try the practical exploration of the teaching mode of this course, take the form to replace the credits or accumulation of practical teaching, and realize the value chain to optimize the training content and curriculum system of talents.

## **2.3 Advantages of China model**

First of all, it has a complete curriculum system. Marketing has a whole set of courses from basic to professional. Secondly, teaching is systematic; This teaching mode is a kind of teaching mode summarized by many educators from the aspects of teachers' level, students' quality and teaching environment in China after several years of research. Finally, the combination of teaching and

practice, the combination of theory and practice, has a positive significance to promote the diversity of the overall teaching, especially in the process of cooperation with enterprises, which can strengthen its application efficiency.

### **3. Enlightenment from Comparative Analysis of Training Models between China and America**

Based on the analysis of the training modes of applied talents majoring in marketing in China and the United States, the advantages and disadvantages are compared. The training mode of American colleges and universities has also brought us many inspirations, and summarized the following experiences:

#### **3.1 Establish a correct concept of cultivating dual-creative talents**

Marketing requires students to have strong adaptability. At this point, we should develop our creativity and entrepreneurship, and the market we are facing is changing all the time. First of all, we should establish the concept of “double innovation” and think about development from the perspective of “double innovation”. As long as the leaders and teachers in colleges and universities have correct training ideas, they can take various concrete measures to cultivate college students’ innovative spirit and entrepreneurial spirit.

Secondly, colleges and universities should strengthen the cultivation of college students’ awareness of innovation and entrepreneurship; The importance of creativity and entrepreneurship can be realized through various forms. No matter what your future career is, you must have creative thinking. Use advanced marketing concepts to innovate and innovate products in order to obtain the expected marketing effect, thus achieving the basic goals of enterprise innovation and entrepreneurship.

#### **3.2 Constructing a Curriculum System Based on Double-Creation Education**

It has certain reference value for the curriculum construction of dual innovation education. Colleges and universities must reform teaching materials, introduce more innovative entrepreneurship education and training based on students’ actual needs, and combine professional theoretical courses with practical courses, so as to change the current situation. Who focuses on theoretical teaching, forms a theory+practice curriculum system, and constructs it.

At the same time, the teaching materials of marketing have also been expanded, including online marketing courses, online internships and technical courses. Provide more teaching materials for students. Since the curriculum reform, colleges and universities need to conduct in-depth research on student sports and marketing industry. According to these circumstances, the current curriculum has been revised, and the curriculum has been placed in theoretical courses and practical courses, and more practical curriculum options have been provided for students.

#### **3.3 Improve teachers’ professional quality**

The quality of teachers is the key factor that determines the success or failure of employee training in enterprises. Compared with American teachers, Chinese teachers have great advantages in theory, but they lack in practice. In many cases, the theory is correct, but students’ practical ability is poor, which affects their understanding of the theory. Because of the application of marketing, teachers should become “double-qualified teachers”. Refers to having certain theoretical knowledge in teaching, and at the same time having certain teaching ability and practical operation ability.

### **Concluding remarks**

The goal of marketing teaching is to train technical talents. Therefore, universities should focus on cultivating students’ ability of innovation and entrepreneurship. Many market players should work together in Qi Xin to build a suitable internship platform, and provide students with all-round services through curriculum concepts, talent training and teacher reform, so as to enhance their comprehensive marketing ability.

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