

The exploration and practice of the five-yuan progressive PBL teaching mode of “Marketing” course with reference to 36550 frame under OBE concept

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Abstract: As a compulsory course for economics and management majors, Marketing is the foundation of logistics and supply chain management, e-commerce and other professional courses. Through the accumulation and reflection of teaching practice, the problems existing in the process of ideological and political construction of “Marketing” course, teaching design ideas, teaching practice and teaching effectiveness are elaborated, and the five-yuan progressive PBL teaching mode of “Marketing” course ideological and political construction with reference to 36550 frame under the OBE concept is constructed. To complete the ideological and political construction of “Marketing” course, and provide ideas and models for the ideological and political education teaching reform of other economic and management courses in the future.

Key words: OBE Five element reverse design 36550

Introduction

Marketing is the core course of economics and management majors in ordinary undergraduate colleges and universities, which undertakes the important task of cultivating excellent marketing talents who can master the basic theory of marketing, know the law of enterprise development, abide by the professional ethics of marketing and know the traditional Chinese culture well. According to the requirements of the Guiding Outline for Ideological and Political Construction of Curriculum in Colleges and Universities issued by the Ministry of Education, adapting to the strategic development direction of “Made in China 2025” and “Digital Longjiang”, and combining with the school-running orientation of application-oriented talents training of our university, the Marketing course is guided by the teaching concept of OBE. According to the needs of the society, industry, enterprise and post for the comprehensive ability and quality of talents, the status and role of this course in the professional curriculum system is clearly defined, and the supporting relationship between this course and graduation requirements and indicators is determined. Bearing in mind the original intention and mission of “educating people for the Party and talents for the country”, the course team revised the teaching outline to highlight the organic combination of ideological and political objectives and elements of the course and knowledge points. By referring to the 36550 framework composed of “New three centers”, Bloom cognitive model, five elements of curriculum, five elements of active learning, and ten elements of effective learning, the direction and focus of curriculum ideological and political construction are determined as five elements of teaching syllabus, ideological and political resources, teaching objectives, and four aspects of quality assurance measures to optimize the ideological and political resources before, during and after class. Improve the teaching skills of the teachers’ team, and finally achieve the effect of the curriculum’s ideological and political teaching in the classroom, such as salt into the water, water and silent, complete the curriculum’s ideological and political teaching materials, into the classroom, into the mind, fully implement the fundamental task of cultivating morality and people, and help the training of first-class talents.

I. The curriculum ideological and political teaching reform focuses on solving problems

1. Disconnection between knowledge imparting and ability cultivation

Curriculum teaching basically adopts the traditional teaching method, cramming teaching, only attaches importance to the study of theoretical knowledge, ignores the subject position of students, and restricts the practical operation ability and creativity of students.

2. Deviation between course content setting and enterprise practice

The curriculum content is broad and professional in pursuit of knowledge, and the ideological and political content of the course is thin and mainly lecturing, which is divorced from enterprise practice and deviates from the real job responsibilities and job requirements.

3. The design of teaching objectives does not match the professional quality

Due to the lack of quality goal awareness, the lack of curriculum ideological and political goals, only from the technical level to understand the curriculum, teaching goal design and the construction of students’ professional quality does not match, ignoring the cultivation of professional core quality.

4. The teaching environment is inconsistent with the requirements of situational teaching

In traditional classroom, teaching activities are carried out in the classroom with the major as the unit, and teachers and students are concentrated in a relatively fixed and narrow physical space, which restricts the thinking of teachers and students, and can no longer meet the needs of teachers and students in diversified teaching environment.

II. Under the concept of OBE reference 36550 frame “Marketing” course ideological and political five-yuan progressive PBL teaching design

The curriculum refers to the 36550 framework, pays attention to “student-centered, results-oriented”, deeply integrates ideological

and political resources with teaching, and constructs the “Marketing” course ideological and political five-yuan progressive PBL teaching model with reference to the 36550 framework under the OBE concept . At the macro level, through a large survey of employment needs, the relationship between graduation requirements index points and curriculum ideological and political goals is clearly defined, and the basis for establishing curriculum ideological and political teaching goals is proposed; In the middle level, according to the OBE teaching concept, with reference to the 36550 framework, the whole process of five-yuan progressive PBL teaching is designed. One yuan: reshaping the ideological and political teaching objectives in the teaching objectives. Duality: reconstructing teaching content according to ideological and political teaching objectives as post class competition certificate + Ideological and political module. Ternary: Choose innovative teaching methods according to teaching content. Four: Create teaching environment according to teaching content and teaching method. 5 yuan: According to the whole process of teaching, teaching evaluation reform of learning results, ideology and behavior. At the micro level, results-oriented and project-driven, the teaching content is divided into 10 items and 45 knowledge points according to the actual marketing requirements, and the ideological and political elements such as heuristic questions, videos, audio, books are integrated, so as to improve students’ learning and learning effect and help students’ comprehensive development in morality, intelligence, physical, beauty and labor.

1. Reshape teaching objectives

The curriculum meets the needs of the curriculum ideological and political construction in colleges and universities, insists on integrating the curriculum ideological and political thinking into the whole process of classroom teaching, combines the school orientation of application-oriented talent training and the requirements of OBE teaching concept, and adds the curriculum ideological and political goals on the basis of quality goals in accordance with the talent training plan and curriculum characteristics.

2. Reconstructing the teaching content

Under the guidance of the OBE concept, the course team has been continuously improved, combined with the needs of society, enterprises and positions, professional courses, discipline competitions and requirements of vocational qualifications, and added ideological and political modules covering the core socialist values, excellent traditional Chinese culture, the constitution and the rule of law, professional ideals and professional ethics, focusing on all-round training of students’ knowledge, ability and quality. To support the realization of teaching goals, especially ideological and political goals.

3. Innovate teaching methods

Based on Piaget’s constructivism theory, mobilize students’ enthusiasm and initiative in learning, innovate project guidance method, team cooperation method, practical teaching method, case teaching method, etc., encourage students to learn inquiry-based, so as to improve students’ professional knowledge, practical ability, career ideal and professional ethics.

4. Creation of teaching environment

Through the integration of course resources, the online intelligent teaching platform will be cleverly integrated with the offline classroom environment, the campus environment and the enterprise environment according to the ideological and political content of the course, so as to enhance the interest, guidance and practicality of the ideological and political content.

5. Output-oriented teaching evaluation

According to the OBE teaching concept, combined with professional characteristics and curriculum characteristics, the curriculum team has constructed an output-oriented curriculum ideological and political evaluation system, comprehensively evaluating students’ theoretical knowledge, comprehensive ability, values and professional quality from the two categories of learning results, ideology and behavior, and testing the degree of realization of teaching goals, especially ideological and political goals.

III. The five-yuan progressive PBL teaching practice of “Marketing” course with reference to 36550 framework under OBE concept

1. Teaching reform results

(1) Student learning: Increased student engagement

Through the curriculum ideological and political reform, students’ independent learning and classroom participation, students’ ideological and political awareness and behavior habits have been significantly improved.

(2) Learning effect: improve the degree of achievement of teaching objectives

In the past five years, the degree of achievement of teaching goals has been significantly improved, and students’ political identity and patriotic feelings have been enhanced.

(3) Student development: temper the competence of students

Introducing the spirit of outstanding graduates into the classroom, introducing and carrying forward the spirit of example through cases, and achieving the curriculum training goals of students with solid skills and high professional quality.

2. Promotion of teaching reform

(1) Service regional economic effect is obvious

Students use the e-commerce incubator to sell special agricultural products, generating more than ten thousand yuan, which greatly improves the visibility of the enterprise.

(2) It has been recognized by many applied universities in the province

The research results of the course on ideological and political teaching mode have been affirmed and applied by brother colleges and universities in the province, and have been promoted in 15 courses such as “Business Negotiation”, “Market Research and Forecast”,

“Foundation of Innovation and Entrepreneurship”, which has improved the professional competitiveness.

IV. Summary

As a compulsory course for economics and management majors, Marketing is the foundation of professional courses such as logistics and supply chain management and e-commerce. This course needs to let students understand the important role that marketing should play in meeting the growing needs of the people for a better life, promoting the process of the great rejuvenation of the Chinese nation with Chinese-style modernization, establish a correct marketing concept, and enhance the consciousness of market, customer, competition, ethics and service. Based on the analysis of the pain points existing in the ideological and political teaching of “Marketing” course, the five-yuan progressive PBL teaching model of “Marketing” course ideological and political teaching with reference to the 36550 framework under the OBE concept is constructed, and the feasibility and rationality of the model is tested in practice, and the relevant points for attention are summarized. In the future, I will pay attention to the construction of digital ideological and political teaching resources of Marketing course.

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