

Research on application of production-teaching integration in new media marketing teaching

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Abstract: With the deepening of education reform, the teaching work of new media marketing should be further optimized. Teachers should actively introduce new education concepts and teaching methods, so as to better arouse students' interest, strengthen their understanding and application of the knowledge, and improve the education effect. As a popular educational concept at present, the integration of production and education can greatly enrich the content of new media marketing teaching work, broaden the path of education, and greatly promote the comprehensive development of students. In view of this, this article will analyze the application of the integration of production and education in the teaching of new media marketing, and put forward some strategies for your colleagues' reference.

Key words: Integration of industry and education; New media marketing; Teaching; application

I. The application value of the integration of production and education in new media marketing teaching

1. Stimulate the potential of higher vocational students

By applying the integration of production and education to the teaching of new media marketing, it can make higher vocational students better grasp the knowledge they have learned, enhance their practical ability and accomplishment, help them form correct values and professional development outlook, and help higher vocational students become high-quality comprehensive talents. In the new media marketing teaching work, we introduce the concept of integration of production and education to create a high-quality environment for the combination of learning and doing, so that higher vocational students can enrich their own professional knowledge reserves and enhance their personal knowledge application ability, so as to better stimulate their own potential.

2. Meet the requirements of The Times

At present, China's Internet technology and new media technology are developing rapidly, and the demand of society and related enterprises for high-quality new media marketing talents has increased significantly. However, in the actual teaching of new media marketing, many teachers are more inclined to pay attention to theoretical knowledge, and the training of various practical skills is insufficient. Therefore, by applying the integration of production and education to the teaching of new media marketing, the quality of education can be greatly improved, more high-quality talents can be cultivated for the society, so that higher vocational students can better meet the needs of The Times and meet the coordinated development of talents and enterprises.

3. Promote education reform

At present, there is a disconnect between theory and practice in the teaching of new media marketing, and the two gradually begin to develop independently. In the teaching of new media marketing, teachers often combine the actual course content, teaching planning and design of educating activities, and do not explain some professional knowledge and skills deeply and thoroughly enough, which will make it difficult for higher vocational students to integrate theory and practice, thus affecting the further development of their comprehensive new media marketing ability. By introducing the concept of integration of production and education, it can realize the reform of the content, form and direction of the previous teaching of new media marketing, provide greater force for the actual teaching work, and thus promote the deepening of education reform.

II. Analysis of the current situation of new media marketing teaching

1. Lack of interest in learning

In fact, the interest of vocational college students has a great impact on their learning of new media marketing course knowledge, and many vocational college students lack the initiative to learn current knowledge. In class, some vocational college students are distracted in class and play with mobile phones, which will greatly hinder them from learning deeper knowledge of new media marketing and carrying out knowledge practice. The reason for this is that some vocational college students do not realize the important value of new media marketing knowledge for their future development and lack a clear learning goal, which will hinder the generation and development of their learning interest. In addition, some vocational college students do not have a solid grasp of new media marketing knowledge, which leads to some obstacles when they learn new knowledge, thus increasing the difficulty of their learning related knowledge.

2. The teaching mode is outdated

In the teaching of new media marketing, many teachers still adopt the instilling method to carry out education activities, which will make it difficult for them to effectively expand the existing knowledge content, thus affecting the creation of a relatively complete professional knowledge system for higher vocational students. In addition, under the previous teaching mode, many higher vocational students are very inefficient in learning relevant theoretical knowledge, which will also have a negative impact on the actual education effect. For vocational college students, a high-quality atmosphere can greatly improve their knowledge learning efficiency. Therefore, we should

optimize the current teaching forms and methods of new media marketing as much as possible, so as to lay a solid foundation for the future education work.

3. The curriculum design is unreasonable

At present, the design of new media marketing teaching content in many higher vocational colleges is not perfect, and the teaching content fails to integrate with the future employment needs of higher vocational students, which will lead to some unreasonable curriculum Settings. At the same time, when carrying out new media marketing teaching, many teachers will mainly focus on theoretical knowledge, and it is difficult to carry out targeted teaching in combination with the actual work content of new media marketing posts. This will greatly affect the employment efficiency of higher vocational students, which is not conducive to their better integration into the practical work and affect their future long-term development.

III. The application strategy of the integration of production and education in new media marketing teaching

1. Combine the market demand, clear teaching objectives

If we want to improve the application effect of the integration of production and education in the teaching of new media marketing, we should conduct an in-depth analysis of the market demand, conduct research in combination with the actual needs of higher vocational students, knowledge reserve, market development status, existing teaching resources, etc., and establish a more explicit and clear teaching goal, so as to lay a solid foundation for the future development of new media marketing teaching. In addition, with the continuous development of Internet technology and new media technology, we can introduce information-based teaching into education activities, and carry out more in-depth research on the current new media marketing market with the help of Internet technology to ensure the correctness of teaching direction.

In practice, new media marketing teachers can conduct in-depth analysis on the actual job content, process and standards of the industry and enterprise, and discuss with employees and industry experts of the enterprise, so as to clarify the content and objectives of new media marketing teaching and ensure that the teaching work is in line with the post needs of the enterprise. In addition, we should optimize and innovate the previous education concept, let the combination of learning and doing become the guiding ideology of teaching work, combined with the education characteristics of the integration of production and education, establish a more clear and clear teaching goal of new media marketing, so as to cultivate more high-quality talents.

2. Based on the work process, optimize the curriculum system

In order to improve the application effect of the integration of production and education in the teaching of new media marketing, we should try to combine theory with practice. To this end, in the teaching work, we can start with the analysis of the actual work flow of the new media marketing industry, so as to create a more reasonable and scientific curriculum teaching system, enhance the comprehensive ability and quality level of higher vocational students in the actual study, and lay a solid foundation for them to enter the employment post.

In the teaching of new media marketing, in order to improve the application quality of the integration of production and education, we should carry out an in-depth analysis on the development characteristics and trends of related industries, introduce more cutting-edge knowledge, basic knowledge and professional skills into the curriculum system, pay attention to the development of the comprehensive ability of higher vocational students, and make the teaching of new media marketing more dynamic and efficient. In this mode, higher vocational students can better feel the interest and timeliness of new media marketing knowledge, enhance their understanding of the new media marketing market, job requirements and work processes, and provide sufficient support for their subsequent employment and innovation and entrepreneurship activities.

3. Pay attention to environmental construction and cultivate double professional teams

In order to improve the application effect of the integration of production and education in the teaching of new media marketing, we should pay attention to the construction of high-quality environment and introduce more new equipment, ideas and models into the teaching when carrying out the education work, so as to make higher vocational students better integrate with the new media marketing market and help them master more new ideas and new technologies. In addition, we should pay attention to the construction of high-quality teachers, so as to provide a more powerful assistant for higher vocational students and improve the teaching efficiency of new media marketing.

In order to improve the comprehensive level of new media marketing teachers in vocational colleges, schools can try to send them to cooperate with enterprises to carry out exchange activities. After entering the enterprise, teachers can combine their own knowledge of new media marketing to discuss the actual problems in some enterprises with their employees and leaders, so as to help the enterprise solve some problems in actual production. In this process, teachers can come into contact with a lot of new professional knowledge, ideas and software, which plays an important role in promoting their later teaching of new media marketing at a higher level. Under the integration of industry and education, enterprises can try to send some corresponding staff to schools as teachers, so that they can integrate some practical problems and problem-solving methods into the cases, and then share them with higher vocational students. In this way, it can not only enhance the understanding of professional knowledge of higher vocational students, but also help them have a deeper and intuitive understanding of the new media marketing market.

4. Deepen school-enterprise cooperation and improve application ability

In order to improve the application effect of the integration of production and education in the teaching of new media marketing, we should further optimize the school-enterprise cooperation activities, so that higher vocational students can obtain stronger practical ability in

learning. Before entering the enterprise, we should train the vocational students according to their actual level, and help them master more knowledge and skills in line with the job requirements, so as to greatly improve their adaptation effect to the enterprise. In addition, schools and enterprises can build an off-campus practical training base together. Schools can send teachers to the base regularly to provide guidance on theoretical knowledge, while enterprises can send employees to bring some practical projects and cases to the base. Through this kind of school-enterprise collaborative teaching, vocational students can master more professional knowledge and skills. Help them to better transform the knowledge into practical ability.

By further deepening school-enterprise cooperation activities, enterprises can continue to provide more high-quality professionals, and schools can significantly improve the employment rate of students. In the school-enterprise cooperation, the enterprise should carry out professional knowledge training activities for the higher vocational students according to their actual needs, and help the higher vocational students to have a deeper understanding of the corresponding knowledge content in combination with some new media marketing cases. In this way, not only can the higher vocational students get faster development, but also improve their work efficiency, so as to achieve a win-win situation between the higher vocational students and the enterprise and enhance their sense of belonging in the enterprise. In the long run, the comprehensive ability and quality of higher vocational students will be sustained development, and their knowledge application level will be greatly improved.

5. Improve the evaluation mechanism and enhance the effectiveness of education

In order to ensure the application effect of the integration of production and education in the teaching of new media marketing, we should pay attention to the further improvement of the evaluation mechanism of schools and enterprises, so as to ensure that higher vocational students can better master professional knowledge and skills. In the evaluation of new media marketing teaching, we should not only analyze the knowledge mastery level and the application of skills, but also pay attention to the practical training attitude and learning enthusiasm of the higher vocational students, so as to ensure the perfection and scientificity of the evaluation. In addition, we should give full recognition to the small progress of higher vocational students in the classroom, so as to stimulate their learning initiative more effectively and improve the effect of evaluation.

In order to further enhance the effect of education, in the evaluation work, in addition to teachers' evaluation of higher vocational students, we can also introduce mutual evaluation of higher vocational students and enterprises' evaluation of higher vocational students. In this way, higher vocational students can better understand their own knowledge system, learning ability and learning thinking deficiencies, so as to carry out more targeted learning activities and improve their own knowledge system. In the process of mutual evaluation of higher vocational students, they can see each other's advantages, so that the power of example can play a role. Combined with enterprises' evaluation of vocational college students, they can better find the gap between themselves and job requirements, so as to carry out targeted learning, which will greatly promote their entry into employment.

Summary

To sum up, if we want to improve the application effect of the integration of production and education in the teaching of new media marketing, we can combine the market demand and clarify the teaching objectives; Based on the work process, optimize the curriculum system; Attach importance to environment construction and train double teacher team; Deepen school-enterprise cooperation and improve application ability; Improve the evaluation mechanism, enhance the effectiveness of education and other aspects of the analysis, so as to virtually promote the integration of production and education in the new media marketing teaching application quality to a new height.

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