

Ideological and political analysis of automobile marketing course for automobile repair major in technical school

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Abstract: since the beginning of the 21st century, with the development of the Internet, information has spread in the society at the speed of light. The public has seen more and more social and moral information, and children's ideological education has also been paid more and more attention. The social concept has gradually changed from only caring about students' learning to improving students' overall quality. Under such a general trend, vocational education, as a direct response to social needs, has come to the forefront of curriculum reform. Based on the automobile marketing course, this paper combs the teaching situation of teachers, students' learning situation, enterprise needs and the characteristics of students majoring in automobile repair in the education of automobile marketing course. Through the analysis of the needs of students, enterprises and society, it provides the direction for the ideological and political content of automobile marketing course, and makes the professional education and ideological and political integration more closely, Realize the goal of delivering highly skilled talents meeting the needs of professional ability to the society.

Key words: curriculum ideological and political education; Automobile marketing; vocational education

The report of the 19th National Congress of the Communist Party of China pointed out: "we should fully implement the party's education policy, implement the fundamental task of Building Morality and educating people, develop quality education, promote educational equity, and cultivate socialist builders and successors with all-round development of morality, intelligence, physique, art and labor." As a part of higher education, vocational education has been paid more and more attention because of the increasing demand of enterprises for technician students year by year. With the implementation of national industrial transformation, in order to meet the needs of the market, technician students need to improve their professional quality and moral level in addition to their professional ability. It is urgent to add ideological and political content to professional curriculum education.

The two-way development of Ideological and political courses and courses requires a united front from the perspectives of educational philosophy, curriculum standards, talent training plans and teaching resources. At the same time, it also needs to carry out personalized design for the learning ability and personality characteristics of students of different majors, so as to achieve great direction and small details.

1. The significance of Ideological and political education in automobile marketing course

1.1 The purpose of Ideological and political education in automobile marketing course

1.Adapt to the new requirements of the new era for automobile repair talents, and achieve the synchronous improvement of professional skills, professional quality and moral level.

With the change of social concept, the definition of talents in enterprises has also changed, and the concept of ability has changed from excellent professional skills to comprehensive qualities. In addition to examining the professional ability of employees, enterprises pay more attention to the professional ethics, interpersonal skills, self-development, lifelong learning and other directions of employees, and add ideological and political elements to the automobile marketing course. On the one hand, they can improve students' self-awareness and maintain their initiative in autonomous learning; On the other hand, guide students to study both inside and outside, and grow into highly skilled talents who meet the needs of occupation.

2.Moistening things silently to establish students' values, professional courses also bear the function of educating people

The focus of traditional professional course education is whether students have learned skills. Students learn more passively, integrate ideological and political education into professional education, and subtly display the picture of society in front of students, deepening the excellent idea of being a person in advance. Teachers of professional courses in technical schools should bear the dual responsibilities of theoretical knowledge teaching and ideological and political education of students' professional courses. The course of Ideological and political education cultivates a seed named "home and country" for students, guides correct values, and makes up for the shortcomings of the course of Ideological and political education that cannot be taught according to professional characteristics. The course of Ideological and political education and ideological and political education complement each other, and jointly help students enlighten and cast their souls.

1.2 The importance of Ideological and political education in automobile marketing course

1.Development of China's automobile market

According to the China Statistical Yearbook 2020, China's car ownership has exceeded 240million by the end of 2019. From the perspective of the development law of car ownership, the growth of cars per 1000 people presents an S-shaped curve. At present, the development of China's automobile market has not reached the peak, and the number of 1000 people is low. China's automobile industry has a broad market, and the demand for students majoring in automobile is still high. The integration of Ideological and political education in automobile marketing courses, especially national policies, macro environment, employment prospects and other contents, can help students cultivate their analytical ability and establish professional self-confidence.

In recent years, domestic automobiles have sprung up. Self owned brands such as Great Wall, Geely, BYD and Chang'an have more and more core technologies, and the share of the global automobile market has steadily increased. Self owned brands require students majoring in automobile repair to have stronger national and brand confidence, and can grow together with brands. Only in this way can they become the indispensable cornerstone of the development of domestic brands.

2. Technological innovation and continuous learning

With the reduction of natural resources, all industries are facing transformation, especially in the automotive industry, which is heavily dependent on oil resources. New energy vehicles are developing at an extreme speed, followed by new technologies to replace traditional automotive technologies. The innovation of science and technology is inevitable. If it is not eliminated by the society, it is necessary to constantly update its own ability. The course of Ideological and political education gives students the kinetic energy of autonomous learning and helps them to improve themselves and make continuous progress in their future work.

2. The current situation of Ideological and political education in automobile marketing course

2.1 Teachers' teaching situation

The proportion of professional courses in technical schools is relatively high, and the proportion of professional teachers is relatively large. Students have longer contact with professional teachers in the process of daily learning, so the ideological and political education of the course can better penetrate into the teaching. With the help of a series of course Ideological and political training and discussion activities carried out by the school, teachers have a basic understanding of the course Ideological and political education, and have constructed a preliminary framework. However, there are still some difficulties:

1. The traditional teaching mode is deeply rooted. In the process of integrating the ideological and political content into the teaching of automobile marketing course, the theoretical part has more teaching means as the basis, and the ideological and political content and form are relatively rich, but some practical project teachers pay more attention to professional teaching, often ignoring the transmission of Ideological and political content. In addition, the ideological and political content is unevenly distributed, and there are too many ideological and political content due to the easy integration of some learning projects, such as the chapter of automobile brand and automobile market environment analysis, while the entry point of some learning projects is difficult to find, especially the store reception and other content with strong practicality. Teachers can not find the appropriate content in the course preparation and give up.

2. Teachers' Ideological and political depth is not enough. Due to different disciplines, most professional course teachers do not have enough understanding of the connotation of Ideological and political education, and can not internalize ideological and political education into professional content, which is superficial. There are the following problems in the teaching of automobile marketing: first, ideological and political education just for ideological and political education is often too far fetched, and the ideological and political content cannot be run through the whole teaching, forming a complete curriculum ideological and political system. 2□ There are difficulties in the selection of Ideological and political content, the selection of integration time, and the design of teaching methods, such as the content of courseware, the creation of Ideological and political atmosphere, and the professional characteristics of Ideological and political education.

3. The evaluation standard of Ideological and political education is unclear. The assessment standards for professional courses have been very mature, but after integrating the ideological and political content, how to make it clear that the growth of students in the course of Ideological and political teaching needs to establish a perfect course assessment system for assessment.

2.2 Student learning

Through the interview and investigation of the students of three grades of automobile repair major in our school, 30 students who have studied automobile marketing are selected as the typical samples for comparative analysis. It is found that the current ideological and political education of automobile marketing course has difficulties for students' learning

1. Students generally despise the course of automobile marketing, believing that there is no connection between automobile repair and marketing, and the learning of professional content is poor, which reflects the lack of career planning education in Teachers' teaching.

2. Secondly, in the process of learning, students pay more attention to the improvement of knowledge and ability, ignore the improvement of personal quality, and no one knows the concept of curriculum ideological and political education, so they can not accurately draw the energy they need from teaching, and doubt the help of curriculum ideological and political education to their career development, which makes the teaching effect unable to be fully implemented.

3. For the current ideological and political content in the teaching of automobile marketing course, only half of the students expressed interest and understandable, one quarter of the students expressed interest but did not understand what the teacher wanted to express, and the remaining quarter of the students were not willing to accept these contents. Teachers should also take professional characteristics as a breakthrough in the selection of Ideological and political content to stimulate students' interest.

2.3 Work of graduates

This interview selected 1 automobile repair and beauty service enterprise, 1 automobile production enterprise and 6 automobile 4S stores that have a long-term cooperative relationship with the University, and conducted a survey of enterprises and graduates. According to the survey, first of all, automotive repair graduates will be exposed to more than two jobs after entering the enterprise, and 19% of the graduates have internal job transfers in the enterprise within a year. It can be seen that in the social environment, work is no longer the accumulation of a single content, but more importantly, students need to be able to cope with the changes of different work contents at any time. When facing the work contents beyond their own knowledge reserves, students show a long adaptation period, loss

of professional confidence, emotional control and other situations, which directly reflects the lack of ability of enterprises to these new employees. Professional ethics is not enough.

Secondly, the enterprise also pays attention to the knowledge, ability and professional quality of employees. In the interviews with the heads of seven enterprises, there are two contents, namely, being conscientious and responsible and eager to learn. However, the evaluation of the students' work in our school is not highlighted in these two aspects, which can be said to not fully meet the employment needs of enterprises.

At last, the enterprises all gave a positive answer to the importance of learning automobile marketing for the students majoring in automobile repair, but the students found that their marketing knowledge could only help them understand the general content of the work, while their specific professional quality was not understood, which hindered their own development.

3. Ideological and political suggestions on Automobile Marketing Course

The introduction of Ideological and political elements in the curriculum can integrate the ideological and political water into the classroom and professional teaching, crack the phenomenon of "Ideological and Political Courses" and "professional courses", promote the coordinated development of professional ideological construction, and cultivate students' ability of "one specialty and many abilities". The "specialty" is to firmly plant the ideological and political thoughts in the hearts of students, and the "ability" is to cultivate students' skills, kinetic energy. Potential multi-functional automobile marketing and after-sales service talents.

3.1 Based on the teaching situation of teachers. Course Ideological and political education also needs user viscosity. Not only in the classroom, it can be extended to ordinary class activities. Teachers should reshape the content supply, analyze the students' professional characteristics and learning situation, set the overall teaching objectives and hierarchical small objectives of the automobile marketing course according to the students' characteristics, determine the output of the value concept, and conduct teaching reflection in time to find the resonance point with students.

Teachers' teaching can adopt the itinerant mode, starting from the major, using ideological and political content to deepen the professional depth, and finally returning to books, leading professional examples to the ideological and political content that fits the students themselves or the society itself, so as to travel back and forth. At the same time, courseware can control the rhythm of the classroom and catch students' attention.

3.2 Based on students' learning situation. Cultivating students' mind is of great benefit to the whole society. Students follow blindly and are confused about their future without planning, showing a state of having a major and no direction. The emergence of curriculum ideological and political education can well guide students to find professional direction.

The main body of students majoring in automobile repair is male. Most of them are introverted and have weak social skills. The course of automobile marketing makes up for this lack. Teachers should pay more attention to the cultivation of students' communication ability in teaching, and the teaching in this aspect can be increased in the design of the course. As for the selection of learning content, these students are deeply influenced by the team subculture. Students in the same class have more common interests. Understanding students' characteristics and redesigning ideological and political content can make it easier to share the same frequency with the whole class and stimulate students' interest.

3.3 Based on the enterprise situation. The ultimate goal of both work study alternation and integrated courses is to help students adapt to the work requirements of enterprises as soon as possible. The teaching of vocational colleges is carried out on the basis of meeting the social needs. Therefore, based on the requirements of automobile enterprises for employees, teaching should not only allow students to expand their knowledge in the school, but also cultivate their awareness of self-improvement and the ability of autonomous learning. This requires teachers' conscious guidance, using ideological and political education as a carrier to teach students what is social responsibility, professional quality and lifelong learning.

4. Summary

The course of Ideological and political education requires teachers to have love in their hearts and people in their eyes. Only by teaching according to the characteristics of their major can they achieve the goal of moistening things silently and make common progress with students in the design and information collection of Ideological and political education. Under the framework of the basic national conditions, the ideological and political education of automobile marketing course has increased its sense of mission. There is a lot of room for improvement. The development of science and technology, social development, but the only constant is development. The design of the course content is not unchanged, and will continue to change with the rapid development of the world.

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