

The Simulation Classroom Teaching Reform in "MOOC + SPOC": A Case Study of E-marketing

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Abstract: The paper expounded the teaching reform on fully simulated classroom of the course E-marketing under integration of "MOOC+SPOC", analyzed its current teaching situation and problems, put forward a series of reforms and obtained some achievement in our college such as reform on curriculum arrangement, practical teaching system, teaching model, teaching methods & approach, and evaluation. There are some teaching achievements were achieved in Yiwu Industrial & Commercial College.

1. Position and Role of the Course E-marketing

In higher vocational education, E-marketing is a typical practical course "integrating marketing with SYB" and "connecting traditional and internet". It's about vocational skills of marketing majors. With the objectives of marketing talents cultivation as a starting point, the paper took the reform of E-marketing as the main line and discussed related reform on fully simulated classroom teaching under the integration of "MOOC+SPOC" so as to accelerate the informatization construction of courses on vocational skills of marketing majors. It also has the following significance:

1. Adapt to the situation of digitalization and informatization reform of modern vocational education, strengthen the course construction of E-marketing for marketing majors, cultivating more marketing talents who are skill-oriented, highly qualified and meet the market requirements, and further promote the coordinated development of local colleges and economy.
2. In favor of the development of local SMEs (small and medium-sized enterprises). Most of vocational college marketing majors are employed in SMEs. They can improve professional ability and quality so that each student meets the requirements of jobs.
3. Improve the teaching quality. The teaching reform can stimulate students' enthusiasm in the class. Traditional teaching ignores students' initiative. The reform under "MOOC +SPOC" follows the trend, emphasizes the combination of theory and network information technology, enables students to participate more in the class and improve their learning initiative, and thus ensures the quality of classroom teaching.

2. Teaching Situation and Present Problems

1. Considering the ever-changing development of the Internet, the teaching of E-marketing, the core course for marketing majors, has more requirements. Relative teaching materials have been published for a long time, so their content often lags behind the current situation and we have to update teaching content as per the development of the Internet.
2. Research on teaching methods and concepts remain to be strengthened. We need to further explore MOOC, SPOC, flipped classroom, students' learning initiative & delights so as to make the class atmosphere easy and increase bilateral interaction.
3. Teachers don't have enough practical experience. They should actively devote themselves to network marketing practice, learn from relative elites and try to give students a better guidance in their internship and practical training.

3. Specific Reform Measures

“Construction Plan of Modern Vocational Education System (2014-2020)”, compiled by Ministry of Education, NDRC (National Development and Reform Commission), Ministry of Finance, Ministry of Human Resources and Social Security, Ministry of Agriculture, and the State Council Leading Group Office of Poverty Alleviation and Development, lists 12 key tasks. Among the 12 key tasks, the eleventh item “to accelerate the process of digitization and informatization” is listed separately as follows: to accelerate the process of digitization and informatization. Push ahead the establishment of systematic informatization platform. Make informatization as the base of modern vocational education and realize “each college has broadband network, each class benefits from high-quality resources, each student owns e-learning space”. Further improve the IT infrastructure of vocational colleges so that broadband and campus network will cover all the vocational colleges by 2015 and digital resources will cover all the majors and information technology applications reach an advanced level in the world by 2020.

By integration of MOOC and SPOC, we do not just move the traditional learning to the Internet. The most important is that we combine the learning theories, resources, environment and methods. But it should be noted that whatever cultivating mode cannot be separated from curriculum system, teaching mode, method and approach, teaching environment and conditions as well as other factors. Hence, the teaching reform on fully simulated classroom under integration of “MOOC+SPOC” should set a rational curriculum system on the basis of cultivation objectives and training standard, optimize teaching mode, adopt advanced teaching method and approach, create favourable environment and conditions. Therefore, the reform of this course mainly has the following content:

3.1. Reform on Curriculum Provision

Decompose teaching content of E-marketing into five modules including “awareness of E-marketing”, “E-marketing analysis practice”, establishment of third-party platform, “online marketing practice of network products”, “mobile marketing practice of network products”, and “program planning and implementation of E-marketing” (shown in Table 1).

Table 1. Curriculum Provision of E-marketing

| S/N | Teaching Content | | Teaching Procedures | | | | |
|-------|--|--|---------------------|---------|------------|------------|--------|
| | | | Subtotal | Lecture | Case study | Discussion | Others |
| (1) | Theoretical basis of E-marketing | Item 1: awareness of E-marketing | 4 | 2 | 2 | 0 | 0 |
| | | Item 2: E-marketing analysis practice | 2 | 0 | 1 | 1 | 0 |
| (2) | Common tools for E-marketing and their use | Item 3: establishment of third-party platform | 2 | 1 | 1 | 0 | 0 |
| | | Item 4: online marketing practice of network products | 10 | 6 | 2 | 2 | 0 |
| | | Item 5: mobile marketing practice of network products | 10 | 6 | 2 | 2 | 0 |
| (3) | Program planning and implementation of E-marketing | Item 6: program planning and implementation of E-marketing | 4 | 2 | 2 | 0 | 0 |
| Total | | | 32 | 17 | 10 | 5 | 0 |

3.2. Reform on Practical Teaching System

Professional knowledge can only be transformed to vocational ability through practical teaching. Thus, reform of program planning and implementation of E-marketing must comply with occupational standard. Based on progressive multiple layers of ability, we may establish a three dimensional practical teaching system, design different practice from different angles like basic skills, core skills, post skills, occupational skills, etc. and entirely upgrade students' internet marketing skills in marketing planning and other activities (Shown in Table 2).

Table 2. Practical Items of E-marketing

| Class Hours Practical Items | Teaching Procedures | | | | |
|---|---------------------|-------|----------|-------------------|--------|
| | Subtotal | Guide | Practice | Computer Practice | Others |
| (I) Collection & Release of E-marketing Information 1. Familiar with E-marketing through some facts or examples 2. Analysis of innovative marketing of successful online sellers | 6 | 0 | 4 | 2 | 0 |
| (II) Internet Market Survey 3. Survey on development of the Internet in China 4. Network market analysis of **products 5. Choose proper E-marketing channel | 6 | 2 | 4 | 0 | 0 |
| (III) Use of Common Tools for E-marketing 6. Writing of internet advertisements 7. Practical application of microblog marketing 8. WeChat marketing | 8 | 2 | 6 | 0 | 0 |
| (IV) Program planning and implementation of E-marketing 9. Analysis of product characteristics (practice) 10. Analysis of network market (practice) 11. Writing omni-channel promotion strategy (practice) 12. Designing internet marketing programs (practice) | 12 | 2 | 8 | 2 | 0 |
| Total | 32 | 6 | 22 | 4 | 0 |

3.3. Reform on Teaching Mode

“Embedded Teaching”: the teaching mode focuses on ability training, embeds the comprehensive abilities into the learning of the whole course so that the course E-marketing is an organic whole from theory to practice. In this way, E-marketing talents with both high quality and skills can be cultivated.

3.4. Reform on Teaching Method and Approach

At present, most of us overemphasize teaching instead of learning, inculcation instead of enlightenment, replication instead of innovation. Given such prevailing problems, we need to pay more attention to the leading role of teachers and the dominant role of students. E-marketing proposes to conduct a fully simulated classroom teaching under the integration of “MOOC+SPOC” with Fengming Academy (online course platform developed by our college independently) as the platform. Related course resources have been accomplished on Fengming Academy.



Figure 1 Online Course Platform Developed by Our College Independently

Students will complete their practice assignments on Fengming Academy, too.



Figure 2 Students' practice assignments on Fengming Academy

3.5. Reform on Teaching Evaluation

(1) Establish an evaluation system that comprehensively assesses students' knowledge, skills and qualities;

(2) Adopt a systematic, dynamic and diversified evaluation method, including systematic evaluation indicators and content, dynamic evaluation process, diversified evaluation subjects and methods.

4. Concrete Effect of Reform

4.1. Establish a Platform of Course Resources and Standardize Teaching Content

Referring to famous universities' teaching resources on <http://www.icourses.cn/home/>, MOOC, <http://www.xuetangx.com/>, etc. platforms, we comprehensively developed our own teaching resources such as "micro-course", "videos", "database of exercise" and "test library" so as to combine online and offline teaching. We shall focus on resource development under the Internet thinking, rely on our Fengming Academy to explore course resources, independently design and reorganize teaching content after digestion and absorption, design and perfect existing teaching cases, collect, develop and enrich teaching resources.

4.2. Motivate Students' Learning Interest and Diversify Teaching Methods

About teaching methods, we will always take students as the center, combine online and offline classrooms, enable students to participate more, strengthen their initiative to learn and improve teaching quality. To achieve the above purpose, the following teaching methods are mainly employed.

(1) Make full use of modern information technology to complete the E-marketing on MOOC and SPOC, accelerating the establishment of digital excellent courses. Bring all the materials like curriculum standards, guidelines, teaching plans, pictures of teaching activities, database of exercise, case database and students' works into our own database of course resources so that students can look up and learn a large volume of resources and case database free from restriction of time and space. In this way, we not only diversify teaching methods, but also are able to monitor students' learning, assignment and sample testing in real time backstage.

(2) Case study method. According to content and features of the course E-marketing, we compiled many related cases by choice. For example, when giving a lecture on internet marketing theory, we can take famous people like Ma Yun, Wang Sicong, or we can also talk about our own cyber celebrities. These cases can be taught by teachers or discussed by students. Learn relative theories through case study or analyze cases after learning the theories so that students can fully understand theories and combine them with practice. Besides, by case study and analysis, students can develop and improve their ability to find and solve problems as well as communicate with people.

(3) Integrate teaching, learning and doing into a whole. With real projects as the carrier, we will cooperate with companies and enable companies to be the principal to cultivate students' comprehensive practical skills. We can invite professionals from companies to give lectures, arrange students to practice in companies, or hire professionals with rich experience as guiders.

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