

The Construction of the Practical Curriculum System of Technical Application Marketing

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Abstract. The features of technology application curriculum system is the construction of practical curriculum system, combining with the actual demand of the development of China's higher vocational marketing professional and enterprise post, the article analyzed and summarized from curriculum goal, curriculum content and curriculum guarantee, And Promoting the rapid development of the practical curriculum system of the applied specialty of Higher Vocational Technology in China.

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In recent years, with the enhancement of China's comprehensive national strength and the rapid development of market economy, the scale of technology application-oriented education is also expanding rapidly. At present, China has about 2,600 technical application-oriented colleges, which is the largest application-oriented education system in the world. And applied education lies in the largest employment guidance than the research education, it is a core problem that improving the students' practical ability technology, That is, the cultivation of students' ability of the "learning in the doing, doing in the learning" is the root of the technical application of education^[1,2], On the one hand, our country clearly defined the orientation and development direction of technology application-oriented higher education in 2014^[3], the teaching content is mainly focused on skills and application. teaching objectives, teaching plans, teaching content and curriculum must be connected with the ability needs of the Professional Post Group, The basic course is set according to the principle of "necessary and sufficient", and the setting of practical courses should be at least 60% of the total hours of the professional teaching plan. the training course should take up more than 90% of the whole course, and it has become the main theme of education development in our country^[4,5]. On the other hand, the curriculum setting of professional marketing courses emphasizes its practical, operability and applicability, and that emphasizes the professionalism of professional disciplines.

Therefore, the employment oriented technical education is the inevitable choice of applied higher education, the enterprises need to cultivate highly skilled personnel, and the practice teaching is an important way to realize the enterprise's demand for talents. This paper discusses the technology applied in marketing professional practice the construction of curriculum system, Promote the effective combination of professional knowledge and practical skills to ensure the sustained and rapid and healthy development of the whole economy in China.

The Goal of the Construction of the Practical Curriculum System of the Technical Applied Marketing Specialty

That the construction technique and application of marketing practice curriculum system is based on the target of the cultivation of professional talents, but from the survey results of the target of most applied marketing professionals in China, the overall appearance is homogeneity, lack of professionalism, pertinence, skill and differentiation, and the application characteristics are not obvious^[6,7] Moreover, the positioning of these marketing professionals is generally high, which belongs to the goal of training research oriented marketing professionals. the original intention of the setting is deviated from the goal of the training of applied talents, the students did not have any advantage in the process of employment, not only do not have the demand of enterprise technology,

but also does not have the demand of enterprise knowledge research, promoted the application type marketing major from recruit students to the employment is in the passive situation^[8,9]. To make the students master the basic theory, knowledge and skills of the technology applied marketing major. The marketing specialty of technology application must start from the demand of the talent market, study the marketing position of enterprises needs, setting up training plan of technical talents, constructing practice curriculum goal, curriculum content, curriculum practice teaching syllabus, training teacher, and highlight the characteristics of applied higher education. which make the students master the basic theory, knowledge and skills of the technology applied marketing major.. Applied marketing professional colleges must correctly define its professional characteristics, change the talent training plan, build a new curriculum system, formulate and enterprise talent demand that meet the needs of practice curriculum goals, then it must optimize the allocation of teaching resources, which formulate relevant to society and the enterprise development goals of talent needs by differentiation of talent cultivation model.

The Content of the Construction of the Practical Curriculum System of the Practical Marketing Professional Marketing.

Optimizing the teaching system of practical course

The basis of school teaching is the talent training program, where the curriculum setting determines the key factors for the realization of practical teaching objectives. Therefore the applied colleges and universities should optimize the curriculum system that based on the society from the enterprise reality, which will Cultivate the talents of the enough knowledge and skills to meet the need for professional jobs. we can start from the following three points for exploring the practice teaching course system of the needs of modern society. First, we must reasonable arrange teaching link of theory course and practical course. Applied colleges and universities should formulate theory course and practice course teaching plan according to the actual needs of enterprise, more emphasis is on practice teaching, which can manifest the characteristics of vocational education, then it can cultivate the students with the skills of their specific advantages. Second, the knowledge of professional teaching is modularized. it need to set up curriculum system according to the skills, in other words, the different module curriculum system develop a practical skill for making professional training of talents with compound, which improving students' professional ability and comprehensive quality, to better meet the requirements of the enterprise. Third, enterprises and schools jointly set up practical courses. The companies are at the forefront of the demand for talent market, they know the best what kind of talents do they need. Therefore, the establishment of the practical curriculum system of the technical application-oriented marketing major must be set up by the enterprise, then the trained personnel can meet the demand of the market more(Chart 1).

The practical training for practical courses of the school

The training of professional courses. Every major will have the corresponding theory teaching before learning the practical knowledge. The technology application marketing majors must have theoretical knowledge, such as marketing, market research and prediction, advertising planning, customer relationship management and other professional knowledge. Therefore, the practice training of the course is added in the course of setting up the course system, at the same time, each teacher can teach the professional knowledge with introducing the actual case to the students, it can improve the students' practical ability and the ability to move the brain. In the other way, It can also be set up as the mode of teaching practice in the laboratory, The teaching module should be selected according to the curriculum and the students' level, so as to meet the needs of applied skill teaching.

The training of the project. In the course of theoretical knowledge learning or after the completion of theoretical knowledge, the professional courses are actually operated in the school laboratory or in a project. According to the theory of knowledge learning, Such as marketing, which knowledge is divided into the marketing environment training, market research training, STP marketing strategy training, product strategy training , place strategy training, price strategy training and promotion strategy training , then according to the number of the class group each project is divided into a plurality of work for each task, and the work done by a separate group, then after the

curriculum evaluation target we arrange the training content, accordingly prepare and collect training knowledge and corresponding training background. Through project training, we can not only understand the students' professional knowledge, but also improve their self-management ability through group members' communication and interaction, and better understand the corresponding theoretical knowledge, so as to improve their practical ability in practice.

The practical training for practical courses outside the school

Social practice. Knowledge comes from practice, and practice guides the sublimation of theoretical knowledge. A document of the Central Propaganda Department, the central civilization office, China's Ministry of education specifically for college students' social practice, was issued "on Further Strengthening and improving college students' social practice", in this document, it indicates clear that the social practice are an important standard of evaluation of students. It includes new military training, teaching practice, professional practice, cold and summer vacation social practice, youth volunteer activities and public welfare activities. And practice is the basic category of professional theoretical knowledge, rich and colorful social activities are the important source of textbook knowledge. In addition, the purpose of the theoretical knowledge study of the technical applied marketing specialty is to apply to the social practice and guide the actual production and management of the enterprise. Thus, the professional social practice has been paid more and more attention. Therefore, we must attach importance to the setting of social practice curriculum, further improve the overall effect of practice and educate people, and establish a solid undergraduate Practice curriculum system.

Post practice. Post practice is a practical teaching form for students to complete their basic duties and accomplish their post tasks, grasp practical operation skills and learn post knowledge. Therefore, application of marketing practice courses may adopt a model of post practice, arrange for students to enter the actual job, and take charge as chief of understanding curriculum theory and professional knowledge, in the practical application, according to their actual situation, the students can check leakage fill a vacancy, reasonable arrange the knowledge structure, to meet the market demand for jobs.

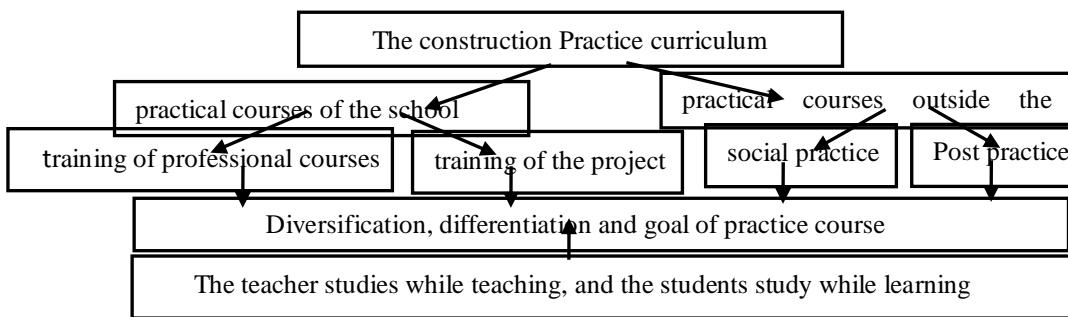


Chart 1 The content of the construction of the practice curriculum system of the marketing

The guarantee measures for the construction of the practical curriculum system of the technical applied marketing specialty

Training the teachers of Double Teachers

The effect that the practical course can achieve in the course of the course depends largely on the practice teaching level of the practice course instructor. At present, the teachers of technology application of marketing specialty come from the university after graduation, directly engaged in the education industry, they did not contact the actual production of the enterprise business, they guide the students' practical skills such as limited ability to attempt an ineffective solution. Therefore, technology application of marketing specialty must solve that the teacher lack of practical problems from two aspects, and it can improve the effect of the students' training^[10,11].

Establishing a enterprise of part-time teachers. In order to improve the technology and application of the teaching level, it can cooperate between enterprises and schools, attracting talented people with practical experience and skills to take part-time courses in school, on the one

hand it can make up for the practice of weak teachers, and provide guidance for the students' practice ability. On the other hand, by learning and communicating with high tech talents, teachers of Colleges and universities can understand the latest industry dynamics, better train talents needed by enterprises, and provide corresponding market information for students to go out for internships.

The teachers can go to the enterprises to exercise attachment. Due to the lack of practical work experience, in the process of teaching, the university teacher focus on theoretical teaching, and due to the long time away from universities and the aging of knowledge structure, the employ experienced talents are outdated when they teach theories to students. Therefore, in order to integrate with the actual needs of enterprises and cultivate the backbone of practical teaching, colleges and universities must create conditions for teachers to enter enterprises from the school and grasp the latest industry skills, so as to achieve win-win situation in theoretical teaching and practical teaching.

Establishing an outside practice training base

It is also an important part of the practical teaching system that the students must go to the enterprise practice, the off campus training is not only the teaching place, but also the workplace, the students will use professional knowledge to solve the enterprise practice problem, and students can be more intuitive understanding of the operation of business processes, to cultivate students' professional skills are more benefits. However, the off campus training is often a mere formality, the effective management system for colleges and universities could be established from the source, which can become the real students benefit of the cooperation between the school and enterprise with preparation stage, implementation process and evaluation of security system resume.

Establishing an effective practice curriculum management system

In order to ensure the smooth implementation of the practical teaching course, the university should establish the corresponding practice teaching management system. At present, some colleges and universities have realized the related problems and gradually transform to the technology applied universities. Due to lack of corresponding funds or insufficient funds, on the one hand, the old software cannot keep up with the corresponding hardware of school internship training. Or the newly purchased software, but due to the restriction of funds, the products purchased by the school are still eliminated by the market. On the other hand, because of the problem of funds, there are also many restrictions on the employment of enterprises and teachers to the social practice of enterprises. In addition, the practice curriculum management of colleges and universities is not strict enough, the practice courses are all in the form, which is no real implementation. Therefore, the implementation of the practical curriculum system of the technical applied marketing major is the strict and standardized management. According to the government management departments, public institutions, enterprises, social schools corresponding to specific personnel, teachers and enterprise technology of designing the practical curriculum system, they must give counsel and formulate a practical curriculum management system, which can make the practice of the curriculum operation mechanism and the implementation of specific aspects of the law rules to improve the quality of practice teaching.

Summary

In the new era, higher vocational education of China has put forward higher requirements for the cultivation of higher vocational talents. Therefore, higher vocational colleges must reform in terms of teaching concepts, teaching contents and teaching means, so as to adapt to the new practice teaching mode and teach students according to their aptitude in combination with the new teaching objectives. In a word, under the condition of the innovative form, the practice teaching mode of China's higher vocational education must keep pace with the times and meet the needs of modern education and teaching.

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