

# Dilemma of the Cooperation Between University and Enterprise Under the New Media Age and Its Breakthrough Route

Taking the Major of Public Relation as an Example\*

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**Abstract**—As the connection of professional education and practical teaching, the cooperation between university and enterprise has become an indispensable beneficial complement of the professional education in universities. However, the cooperation degree and effect after the establishment of cooperation alliance between university and enterprise is often barely satisfactory, making the execution of the envisagement built initially that makes the practical ability of students keep abreast of their knowledge ability impossible and in the dilemma of cooperation between university and enterprise. Under the new media environment, as an applied discipline with various “techniques”, public relation must be more practical and operational. Taking the specialty of public relations as an example, this paper has focused on the dilemma of cooperation between university and enterprise and explored the route to break through, in order to provide some references for the new development of cooperation between university and enterprise.

**Keywords**—*cooperation between university and enterprise; new media; public relation*

## I. INTRODUCTION

The cooperation between university and enterprise refers to a kind of cooperation model established by schools and enterprises. Under the current new media environment, social competition becomes increasingly fierce. Professional knowledge learnt in schools often cannot be instantly turned into the professional ability in work, so phenomena of “having grandiose aims but puny abilities” and “graduation means unemployment” appear accordingly. To narrow the gap between school education and the ability required by the society and the employment market, when emphasizing the quality of education, universities at present generally pay attention to the linkage between school learning and enterprise practice and the “win-win” sharing of resources and information in schools and enterprises.

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Public relation is a comprehensive applied discipline that takes the objective phenomenon and activity routines of the public relation as the research object, characterized by an extensive scope, strong operational ability and fast knowledge update. Therefore, in the teaching of the public relation specialty, the essential characteristic of providing a professional public relation course is to intensify the practical operation ability and improve the occupational qualities of practitioners in public relations in the future. Compared with other specialties, the public relation specialty has been in greater demand of the cooperation between university and enterprise. At the meantime, the implementation of cooperation between university and enterprise is more frequent. However, the cooperation degree and effect after the establishment of the cooperation alliance between university and enterprise has been often barely unsatisfactory. It is much cry in signing the contract and little done in the cooperation execution, making the execution of the envisagement built initially that makes the practical ability of students keep abreast of their knowledge ability impossible and in the dilemma of cooperation between university and enterprise.

## II. OPERATION MODEL AND PARTICIPATION CONTENT OF THE COOPERATION BETWEEN UNIVERSITY AND ENTERPRISE

### A. Operation Model of the Cooperation Between University and Enterprise

The cooperation between university and enterprise is a link that can be expanded in professional teaching. Although it is not the necessary and sufficient condition of professional teaching, it is capable of providing students more practice bases and opportunities of practical training. It is “the cooperation between university and enterprise” in name, but in most cases, specialty is the dominator of the cooperation between university and enterprise. It needs the connection of specialty and enterprise to establish the cooperation alliance. Generally speaking, schools often play a symbolic role. At present, the operation mechanism of the cooperation between university and enterprise regarding the public relation specialty mainly adopts two ways: The first depends on the participation of all the teachers in the public relation specialty that is under

the leadership of department head or director of the specialty. Professional teachers connect with enterprises in “one-to-one” pattern to carry out communication, connection and maintenance with enterprises and conduct the cooperative activities between university and enterprise according to the setting of teaching cycle, the arrangement of teaching contents in school and the demand of teaching guidance. The second is to form alliance by virtue of the introduction by other institutions, and the subsequent process is the same as the first way. This way is strongly random with insufficient stability.

#### *B. Participation Content of the Cooperation Between University and Enterprise*

1) *To provide professional internship position:* Enterprises that participate in the cooperation between university and enterprise can provide different internship companies, internship position and internship opportunities for the independent practical training and teaching of students, so that students will practice in enterprises and departments that match with their specialty and apply the professional knowledge they learned. Take the public relation as an example, grass-roots positions in public relations corporations such as internship posts of media monitor, public relations commissioner and project specialist can provide students of public relation specialty with good professional cognitive platform and professional contact platform and provide potential help for the employment of students. Internship positions provided by enterprises on one hand can meet students’ demand of understanding the real public relations corporations and being employed by them and one the other hand can provide teachers of public relation specialty with the platform of practice in teaching and the field for practical training.

2) *Live streaming, lecture and workshop:* In the era of knowledge economy, middle-senior managers in many industries have begun to appear in the image of knowledge and opinion leaders and conduct brand promotion or cultural diffusion of their own enterprises through their professional knowledge ability. In the cooperation between university and enterprise, giving a lecture in the university is a relatively traditional cooperation form, which has been further extended and exploited under the new media environment. Senior managers that participate in the cooperation with university and enterprise such as enterprise leaders, CEO of a company, chairman of the board and HR managers can narrate the vivid stories of public relation practice and practical experience in the industry for students of public relation specialty through live streaming, on-line lecture and workshop to realize a zero distance contact and communication.

3) *Enterprise sponsorship (new media planning) contest:* An important form of the win-win cooperation between university and enterprise is that enterprises that participate in the cooperation between university and enterprise sponsor students of the public relation specialty to conduct new media (planning) contest or carry out creative proposal and real exercise. In the contest, some enterprise or public relation

company proposes the project appeal or planning demand, and teachers and students of the public relation specialty create the plan of public relation communication according to the demand. In the end, they transfer the plan of public relation communication to the enterprise in the form of proposal contest, and the enterprise will provide sponsorship or other support. Students are more enthusiastic about participating in the contest, compared with the one-dimensional knowledge learning. In the process of sponsorship contest, enterprises have also conducted product promotion and brand promotion and make the cognition and favorability of them unconsciously intensified in this process.

### III. DILEMMA OF THE COOPERATION BETWEEN UNIVERSITY AND ENTERPRISE IN THE NEW MEDIA AGE

#### *A. System Dilemma*

Although most schools have formulated corresponding schemes and principles regarding the cooperation between university and enterprise, the specific, targeted and operational policies and enforcement regulations are lacked in general. Particularly, explicit expression on the responsibilities, rights and benefits of universities and enterprises in the execution of the cooperation between university and enterprise has been lacked, leading to the absence of basic driving force and restraining force between specialty and the enterprise involved in the cooperation between university and enterprise. For example, in the cooperation between university and enterprise of the public relation specialty, it is difficult to quantify the assessment content and it is impossible to directly form the efficiency conversion rate, so it easily makes the cooperation between university and enterprise cease to advance after the initial cooperation, appearing the situation that schools show “one-sided enthusiasm”. In addition, the absence of system elements that regulate enterprises or companies in participating in the cooperation makes enterprises unwilling to expand in the integration of production and education, course construction, teaching content and occupational standard under the situation that the cooperation enthusiasm and power become dilute.

#### *B. Dilemma of Interest Driving*

Some universities and specialties have conducted corresponding system design on the implementation of the cooperation between university and enterprise, but the systematic and concrete policy support and interest driving on the development and maintenance of bases provided for the cooperation between university and enterprise have not been formed. On one hand, it is because the financial support is weak, the benefit conversion is not high, the participation enthusiasm of enterprises is not high and the driving points of interests are too little. On the other hand, the development and maintenance of practice bases for the public relation specialty is not the core index of the performance assessment in the specialty, so the motivation of maintaining the cooperation between university and enterprise is relatively insufficient. Besides, the maintenance and expansion of cooperation between university and enterprise has depended on the private relationship of professional teachers. Some development and maintenance costs are even paid by teachers, and schools and specialties lack the corresponding incentive measures. After

experiencing the initial cooperation enthusiasm, the willingness of most teachers in participating in the development and maintenance the cooperation between university and enterprise has reduced.

### C. Dilemma of the Operational Process

The operational process of the cooperation between university and enterprise in most universities is not systematic and planned, and the overall planning and thoughts to carry out activities about the cooperation between university and enterprise and related to the specialty are absent, so the implementation of projects or activities regarding the cooperation between university and enterprise often has certain randomness and chance of implementation according to the need of some period. In the cooperation between university and enterprise in the public relation specialty, the severe shortage of interest driving makes enterprises not enthusiastic about discussing with schools and specialties and designing the operational process of the cooperation between university and enterprise. Therefore, it has made the implementation of the cooperation between university and enterprise like the "one-side enthusiasm" of the school side and brought obstacles for the deep design of the operational process and the realization of the procedural progress. The operational process that realizes the reasonable balance between enterprise and specialty has not been mature, so that it is impossible to intensify the connection between enterprise and specialty in the cooperation between university and enterprise. The "out-of-step" rhythm of the operational process brought by the different organization types of university and enterprise has also restricted the long-term cooperation between university and enterprise.

### D. Dilemma of the Teaching in the Cooperation Between University and Enterprise

Various reasons such as cost make enterprises impossible to input too much time and energy in the cooperative teaching and assisted teaching. The professional teaching content and pattern expected by enterprises is to some extent different from the teaching content arrangement provided by schools. According to the practical characteristic required by talents of the public relation specialty, most universities have added the module of practical teaching in the public relation specialty and conduct special design for the practical teaching link in the practical courses and theoretical courses that are set independently. The forms that enterprises participate in the professional teaching content are mainly divided into the short, adaptable and fast forms such as providing internship position, giving special lectures and workshop as well as enterprise sponsorship. The benefit effect in the cooperative teaching cannot be presented in a short period of time and the approval of the contribution from enterprises in the cooperation between university and enterprise cannot be quantified specifically, so contradiction has always existed between the mission of schools in training talents and the nature of enterprise in pursuing profits. Especially in the new media environment, the industry changes violently, and many talents in the public relation specialty must have diversified knowledge background, "people never ask where the hero comes from". Enterprises are not very enthusiastic about the practical education on students

in the public relation specialty and even regard it as an extra burden.

## IV. ROUTES TO BREAK THROUGH THE DILEMMA IN THE COOPERATION BETWEEN UNIVERSITY AND ENTERPRISE

### A. To Improve System Design and Upgrade the Version of Function

The shortage of system is an important reason that leads to the unsmooth substantial progress of the cooperation between university and enterprise. At present, we need to further clarify the interest relationship between the enterprise side and the school side in the cooperation and improve the system design of both sides in responsibility, rights and interest and establish in-school maintenance mechanism and incentive mechanism in the cooperation between university and enterprise as well as formulate specific and operational enforcement regulations, in order to make the system design in the cooperation between university and enterprise have more driving force and constraints. The development and situation of the public relation specialty have made the requirement of reconstructing the functions of cooperation between university and enterprise increasingly urgent. Improving the position and role of the cooperation between university and enterprise in the whole teaching and upgrading the version of function of both sides in the cooperation will be the primary link to break through the dilemma in the cooperation between university and enterprise.

### B. To Optimize the Operational Process and Extend the Cooperation Form

In terms of the problems that the overall operation of the cooperation between university and enterprise in the public relation specialty of most universities lacks plans and the operational process is unreasonable, schools and specialties can try to bring the cooperation between university and enterprise in the overall system of professional teaching and cultivate emphatically. We can neutralize the operational characteristics of different organization types of enterprise and specialty, simplify the operational process and coordinate with each other to accelerate the performance transformation of the cooperation. The cooperation form of both sides can also be updated and extended according to the system planning. For example, enterprise and specialty can try to adopt the "1+x" cooperation module that combines projects of the cooperation between university and enterprise with the arrangement of teaching courses in each semester and conducts a significant design of activities involving the cooperation between university and enterprise. Besides, they can focus on the planning, emphasize quality instead of quantity, sparing no effort to build the core project and core achievement of each semester. At the meantime, they can conduct the design of "x" module according to some conventional and traditional activities of the cooperation between university and enterprise or centering on the project situation of "1", forming the form of cooperation module with "1" dominant and "X" assisted. It has solved the problem that enterprise or company cannot carry out long-term and continuous input in time and energy and realized the appropriate acceptance and rejection on the depth of cooperation and the distinct gradation. More importantly, they can make an innovative breakthrough on the renovation and diversification of the forms in the cooperation



projects. Meanwhile, we can discuss the proportion of the cooperation between university and enterprise in the whole teaching from the all-round perspective and formulate plans for the cooperation between university and enterprise in each semester and make the united education in the cooperation between university and enterprise routine and procedural.

### *C. To Make Use of Resources from School and Enterprise and Conduct Field Teaching*

Under the current new media environment, the venue for working has not been immobilized. The place for enterprise teaching can also be extended according to the specific form that enterprise participates in teaching.

*1) The construction of off-campus experiment and practice base:* The construction of off-campus experiment and practice base is the main channel for the cooperation between university and enterprise. On one hand, the better system design and incentive mechanism can consolidate and maintain the existing and precious company resources for the cooperation between enterprise and university and establish the psychological contract of specialty and enterprise in cooperation and make the construction of off-campus experiment and practice base permanent. On the other hand, we should proactively mobilize resources and power of all sides and seek more partners in the cooperation between university and enterprise.

*2) The construction of on-campus experiment and practice base:* The construction of in-campus experiment and practice base is mainly the construction of experiment for the public relation specialty. Meanwhile, the simulative functions such as public opinion monitoring, market survey, media research and creative planning provided according to the direction and positioning of the public relation specialty in essence cannot replace the real and operational practice in the cooperation between university and enterprise, but it can provide powerful support and assistance for realizing the implementation of the cooperation between university and enterprise.

Except for the off-campus experiment and practice base and on-campus practice base and experiment in companies of enterprises and the business site, the smart class under the new media environment can realize office online and field teaching.

### *D. To Strengthen the Cooperative Teaching and Conduct Course Extension*

*1) The development of MOOC teaching:* Under the current new media form, the development of MOOC (Massive Online Open Course) is rapid and the channel for students to obtain information has become more extensive and fast. They need the guidance and help of professional teachers on distinguishing whether the information is systematic and selective. The implementation of course extension can take the creation of "Practical MOOC" as a highlight of course construction in the cooperation between university and enterprise. "Practical MOOC" is mainly taught in the classroom of industry but the selection of class content must

be determined after the consultation between school and enterprise, considering the dual need of practice and teaching. "Practical MOOC" is different from professional course that has a relatively long teaching cycle. Therefore, it can solve the problem that the energy and time input by public relations corporations is insufficient and eradicate the randomness of previous special lecture because it is planned. On the whole, "Practical MOOC" is also a course with a relatively short teaching cycle, but the teaching content is also systematic and logical like the professional course. Besides, the practical theory of company in this industry and the advanced theory of the industry are another important field of the professional teaching of the public relation specialty. Particularly, it is the field in urgent need of accumulating resource and energy for the public relation specialty with an extremely strong practicality. In the previous cooperation between university and enterprise, enterprise personnel, CEO of a company and senior managers had given similar classroom teaching in the form of lecture, but it is unplanned and unsystematic and random and the theme is selected by the lecturer randomly. The lectures played the role of broadening the thought or horizon of students. In the development of MOOC teaching, we can invite personnel in different enterprises or public relations corporations involving in the cooperation between university and enterprise to teach in the form of MOOC. It will make the whole cooperative teaching more flexible and convenient and become a beneficial supplement of the professional course teaching, building a bridge between specialty and the industry for long-term cooperation.

*2) Course model extension:* The professional teaching plan and course provision in universities generally establish on fully investigating the educational circle and the industry. The professional course provided in the public relation specialty is required to cling to market development and enterprise demand. Therefore, enterprise resources of the cooperation between university and enterprise must be fully made use to enrich the connotation and model of course construction. Taking the professional course the Organizational Culture in the public relation as an example, we can still conduct course design via centering on the "1+x" cooperation pattern to intensify the combination between the profession and practice of courses. In addition, by virtue of the resource and cooperation with some public relations corporation in the cooperation between university and enterprise, we can conduct practical content of investigating, analyzing and assessing the organizational culture of this public relations corporation and form the creation of key project that centers on "1". Meanwhile, extending by centering on the "1" module, we can design the "X" module into the projects of cooperation between university and enterprise like knowing the organizational culture of the company via visiting, investigating the organizational culture of the company via informal discussion and interview. Therefore, it can make the construction of professional course more practical and operational at the same time realize the

complete connection with projects regarding the cooperation between university and enterprise. It is an act that kills two birds with one stone.

#### V. CONCLUSION

As the connection of professional education and practical teaching, the cooperation between university and enterprise has been an indispensable beneficial supplement of the professional education in universities. The report of the 19th National Congress of the Communist Party of China has emphasized the significance of “deepening the integration of production and education and the cooperation between university and enterprise” and also proposed new demand for the intensive execution of the cooperation between university and enterprise. As an applied discipline with various “techniques”, public relation must be more practical and operational. Therefore, maintaining resources of the cooperation between university and enterprise, exploiting the consistent and win-win cooperative development pattern of university and enterprise and breaking through the dilemma in the cooperation between university and enterprise has been the new power for the development of the cooperation between university and enterprise.

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