

Marketing in the Context of New Media Marketing Research on Curriculum Teaching Reform

Gang Wang, Xianli Wang, Yiliang Lv, Zhe Yang, Changxiong Mao

Guizhou University of Commerce, Guizhou, 550014, China

Abstract: With the popularity of the Internet, the rapid development of new media, the marketing industry ushered in the era of changes, new media marketing development is rapid, in the social media environment, the traditional marketing means effect advantage is not obvious, the change of social media has promoted the change of the business pattern, colleges and universities are the main way of social output for talent output, colleges and universities for marketing students training is still in the traditional marketing concept training mode, Obviously can not meet the talent needs of the current business development, for the university marketing professional talent training model reform exploration, this article will start from the perspective of new media marketing, market changes as the guide, the use of case analysis method and literature method to further study the teaching reform of the applied undergraduate "Marketing" course, explore the new path of "Marketing" course teaching reform in the context of new media marketing.

Keywords: New media, Marketing, Curriculum teaching.

1. Preface

The development of science and technology has driven the change of consumer demand, the Internet makes life more convenient, but also changes the business form, consumer consumption focus shifts, with the traditional marketing 4P as the basis for extension, in the new media era 4I Theory has become the focus of enterprise marketing bias, the reform of people, goods, the field of reconstruction is also getting higher and higher, "Marketing" as an applied undergraduate set up a professional course, its reform direction is more biased towards applied research, but as a school major, its initiative is low, but with the development of Internet technology, the market changes unpredictably, especially in the past two years short video live streaming with goods by consumers love, the traditional "marketing" teaching and the status quo has been disconnected, The professional lags behind the market changes so that it can not meet the current demand for talents of enterprises, but also makes college students feel that what they have learned is boring, so the "Marketing" course in the context of new media urgently needs reform, with the market as the core, the knowledge taught should go hand in hand with the development of the market, but for the "Marketing" course, it has a particularity, for the underlying foundation, the change and development of business is inseparable from the support of the basic theory, mainly around the underlying foundation to extend, but its extension is often faster than the theory, Market development is efficiency-oriented, marketing to market-oriented, the school is based on traditional theory teaching, so there will be contradictions, how to solve this problem, "marketing" reform direction and way out is indeed a problem that needs to be considered by many scholars, in the development of the discipline, this is also an unavoidable problem, if this contradiction can not be solved, then the development of "marketing" course will be greatly constrained, the market changes faster and faster, digital technology is subverting the relationship and way of interaction, making the traditional /b14> The effectiveness of the 4P and 4C marketing strategy analysis framework is greatly weakened, which in turn has a

huge impact on the marketing operations and activities of enterprises in the current market, the function of the marketing department is not clear, and new channels and new media emerge, how to combine capital operation to accurately communicate with target consumers and quickly open the market, so this paper takes the teaching reform of the "Marketing" course as the main research object. In the context of new media, we will explore how the theoretical teaching and practical teaching of "Marketing" can keep up with the new development and cultivate high-quality technical skills talents.

2. Analysis of the Current Situation of the "Marketing" Curriculum in The Context of New Media Marketing

In 1967., new media originated from THE US CBS, became popular in the United States in 1969, and has since spread around the world, and the new media has been defined by UNESCO as online media, Steve old, Durukan (2011) believes that consumers can easily obtain product evaluation through new media, and are more willing to learn from the views of others to evaluate products and services, thereby reducing shopping risks. Consumers are more susceptible to electronic word-of-mouth for relevant product information in purchasing decisions; TOM Hayes and Michael Malone (2010 The concept of wet marketing was introduced, thus laying the foundation for microblog marketing, and they emphasized the importance of interpersonal relationships in the era of new media. And what people call new media now is these digitized media content.

Marketing methods in the era of Internet change, has undergone tremendous changes, under the background of new media marketing should not only focus on the study of the underlying marketing theory logic, in the basic theory to pay attention to communication, difference, creativity, relevance, experience. /b10> According to data from iiMedia Research in 2020, the scale of mobile social users in China exceeded 900 million,) an increase over 2019 /b110>7.1%, the shift in consumer consumption focus and consumption scenes

accelerates the process of new media marketing, provides a better traffic foundation for the development of new media marketing, and the display of videos, soft texts and other videos derived from the background of the new media era makes enterprises more interactive, immediacy, intuitive and comprehensive in doing business activities, at the same time, the rapid development of emerging technologies and further applications. It has further promoted the development of video marketing to a higher level.

The rise of new media is an inevitable choice of the times, its development is a deep excavation of the essential characteristics of people, the development of emerging technologies will push new media to the forefront of the times, with the continuous innovation of 5G + AI technology, the development of new media is not only a comprehensive evolution of public life, but also in refining the needs of target consumer groups and achieving innovation to differentiate product functions.

The advent of the new media era, the use of new media marketing in market practice tends to be mature, but for the application of undergraduate "Marketing" course reform is still in the trial transformation, as a professional course "Marketing" mainly to the traditional marketing theory as the course theory support, the use of traditional teaching mode, mostly based on theoretical teaching, "Management" and other as a prerequisite course, but in its practical teaching process lack of professional training, practical teaching has not yet formed theorization. MMarketing graduates write graduation thesis, or mostly use marketing theories such as 4P or 4C as the theoretical support of the thesis. LLin Xiaoling and Cao Yanqin (2022) believe that today's society is gradually entering the era of new media, talent training must keep pace with the times, flexibly grasp the mainstream direction of marketing talent training in the context of the new media era, set the course content in a targeted manner, improve the practicality of students, teachers must be based on the development needs of students, based on social needs to output more modern high-quality talents, but at this stage the curriculum is facing a weak teaching force. The lack of scientific and efficient positioning of talent training, the student academic assessment system is not perfect, in view of the above problems, schools should pay attention to the construction of teacher teams, effectively define talent positioning, and improve assessment standards; Wang Yiru, Yu Birong (2020) It is believed that new media marketing and e-commerce have a high degree of similarity, mainly divided into operational positioning, Weibo marketing, WeChat marketing, video marketing and other basic plate content, in its curriculum and then into the curriculum of politics, combined with the needs of new media operation, supporting synchronous design of a reasonable training system, in addition to the school should also arrange students to learn to understand photography courses, ps courses and animation and other courses, In the teaching process, we should also rely on real enterprise projects to complete the cultivation of talents in colleges and universities; Li Ying (2019) uses the literature analysis method and the collation and induction method to introduce overall market data, with 4P, 4C, 4R The evolution of marketing theory by 4I confirms the theoretical status of 4I theory, that is, fun, value, interaction and personalization, in the era of new media marketing.

3. The Problems Existing in the "Marketing" Curriculum of Applied Undergraduate Colleges and Universities

Through the above analysis of the current situation, it can be seen that the main problems in the teaching of "Marketing" in applied undergraduate universities under the background of the new media era are:

(1) The teaching model lacks a certain degree of initiative, which is mainly reflected in the evaluation system of teachers' ability to change and students' academic indicators.

(2) The practical process of market change is greater than the theoretical research process, resulting in the mismatch between the training goals of professional talents in colleges and universities and the needs of market talents.

(3) The school teaching practice curriculum model is not enough to support students' vocational and social needs.

4. Research on the Reform of the "Marketing" Curriculum

(1) Comprehensively improve the teaching ability of teachers in the "Marketing" course in the era of new media

The marketing environment is changing, many "Marketing" course teachers' teaching theories and methods are still in the traditional teaching mode, so the new media era to enhance the teaching awareness of teachers "Marketing" course is the premise of professional teaching, in the context of the new media mainstream business operation era, the market for talent training demand professional specificity has not been able to meet, based on the development status of the new era, combined with the latest development of domestic and foreign dynamics to carry out relevant academic theoretical research, and actively carry out academic exchanges between interdisciplinary teachers, The innovative cultivation of teaching ability organically integrates the traditional marketing theory and practice into the theory and practice of new media marketing such as the Internet, so as to achieve the training of marketing talent needs in the context of the new media era.

(2) Improve the student achievement evaluation system
"Marketing" course teaching student evaluation system should be guided by the needs of marketing talents, improve the student evaluation system, can not only be based on professional course results to evaluate the overall development of students, but should stand in the market development status and future development trend, all-round guidance and evaluation of students' academic development, guide students to take the initiative to learn, embrace change, encourage students to innovate independently, cultivate students' innovation and adaptability, and incorporate curriculum practice and social practice into the comprehensive performance evaluation and assessment of the curriculum. Actively guide students to the market.

(3) Theoretical exploration of the "Marketing" course
Through literature research, it is found that the so-called new media is the relative concept, the new is the old relative, so the new media era is the process of scientific and technological change, is the current state of the times, to cope with the new media era of "Marketing" course teaching reform is not a certain period of history, but the need to explore a new teaching model, can maximize the response to the rapid development of the times and science and

technology, "Marketing" teaching basic theory support for the traditional marketing theory, science and technology and the era of change intensified, The so-called change is the derivation of the basic theory, one of the manifestations of marketing changes in the new media era, mainly the change of the traditional 4P theory monetization method, the impact is more is the channel problem in the 4P, by the channel change thus causing the price, product, promotion of the way to change, 4I The theory is to summarize the new media marketing theory, completely to consumer demand as the center, the integration of enterprises and Internet information resources, to the maximum extent to meet the consumer demand ecosystem, so in the new media era of market competition pattern has also emerged new changes, "Marketing" in the professor of competitive environment analysis and consumer behavior analysis to pay attention to the analysis of the business ecosystem of enterprises.

(4) Marketing case study

Specialized services or products will face the elimination of the market, case teaching is one of the most indispensable and important teaching methods in business administration disciplines. Teaching cases are used to reproduce real marketing situations for teaching discussions through deep excavation and careful reorganization of information. Such as the decline of the camera industry, in 2007, Apple iPhone embarked on the historical stage of the development of the times, since then opened the mobile phone industry to the camera industry cross-industry competition curtain, the original technology in the torrent of the times under the impact of the impact of the impact of the first generation of iPhones only equipped with one /b16>2 million pixel lens and do not support autofocus, but it entered the market immediately brought an unprecedented disaster to the camera industry, smart phones cleverly combined into one to meet the needs of consumers in taking pictures, photo processing and sharing, image effects quickly surpassed the small bottom card machine digital camera at that time once became more convenient and faster, better photography functional and diversified smart phones.

The marketing cases used in the case teaching are not simply summarizing the successful experience or failure lessons of marketing, but by simulating the real business situation, students can empathize with the communication and analysis and formulate marketing decision-making plans.

In order to stimulate students' fun and participation in the classroom, teaching cases should add some storylines at the right time. Teachers can keep up with the times and insert new perspectives into cases to adapt to the changing times. For example, through the case analysis of digital cameras, students are guided to think: First, the market in the era of new media has entered the era of global competition, and the business pattern needs to have strong initiative, and with the change of technology and the times, modern tools are reasonably used for product marketing. Secondly, the essence of marketing has gradually surfaced in the process of the times, with consumer demand as the core for theoretical research, so in the era of new media, the teaching theory of "Marketing" should be relatively biased towards the four elements of 4I, that is, the principle of fun, the principle of interest, the principle of interaction, and the principle of personality, with 4I Based on the service ecology, the so-called service ecology is to the original enterprise segmentation group as the research object, the enterprise not only provides professional services for it, but to subdivide the

consumer as the core for a comprehensive demand analysis, according to the many needs of consumers to create a corporate industrial cluster ecosystem to provide more comprehensive services for consumers; the development of the times has also created a change in consumer demand, in recent years, consumer demand has mainly changed from external demand to internal demand, which is not without trace, It is mainly culture that affects people's inner needs. The most direct impact on consumer consumption behavior is that the behavior culture reflects people's value orientation and is constrained and guided by the system, so on this basis, research on the level of behavior culture should also be added.

5. Curriculum Design of "Marketing"

(1) Integration of curriculum ideology and politics

Colleges and universities professional teaching should eventually be implemented into teaching practice, if the theory is the basis of teaching, then teaching practice is the superstructure, teaching practice needs to invest a lot of research, successful teaching practice needs to let students understand the teaching theory in addition to the need to inspire students to think, so as to spiral to improve the quality of teaching, the development process of the new media era has intensified the development of commercial society. According to the Ministry of Education's "Guiding Outline for the Ideological and Political Construction of The Curriculum of Colleges and Universities" (Jiaogao [2020]3). In the spirit of the document, marketing must be arranged in each chapter with the teaching content of the curriculum of political science. In view of the design of the curriculum, the "Marketing" course contains a wealth of ideological elements, such as service awareness, teamwork spirit, quality management, sense of responsibility, innovative thinking, etc., teachers should sort out the ideological elements involved in "Marketing", in the daily teaching practice to fully disseminate the Chinese characteristics of marketing concepts, marketing philosophy, marketing wisdom and other optimization of the course teaching links, strengthen the discussion link, teaching convincing, constantly improve and improve, to achieve the educational goal of all-round education.

(2) Guide students to master new media tools

In the era of new media, the market's greatest attraction to consumers is nothing less than a "new" word, new technologies, new products, new concepts and new advertisements. In the specific enterprise marketing process, the new media era for the ability of marketing talents demand is diversified, marketers are not only the flexible use of traditional marketing basic theory, but also need to have a certain learning basis for the current marketing tools, such as looking at data, doing activities, both to write articles, but also to engage in promotion, powder, but also to do charts, will pull new, will maintain, etc., in order to attract more customers, get greater marketing effects.

Marketing courses in the new media era require students to master the basic practical tools, such as photography, animation, illustration, etc. also need to cultivate students' aesthetic awareness in the current cultural stage, the "Marketing" course teaching in the context of the new media era, the essence of marketing has not changed, but its form of expression has changed due to the development of Internet technology, the carrier has changed, so as the "Marketing" teaching in the context of the new media era, students must involve the effective use of its carrier. The way new media

express information is mainly video images, so it is necessary for students to master various video image processing methods. Teachers can stimulate students' innovative ability and practical ability by publishing survey practice tasks, participating in marketing competitions, self-learning related tools and software, and exercising teamwork ability.

(3) Integration of industry and education, long-term cooperation between schools and enterprises

"Marketing" compared to other courses, in fact, the exercise is strong, must be theory and practice together to test the effectiveness, now the Internet is full of all aspects of society, for student practice, school-enterprise cooperation practice is an indispensable part of the current college talent training practice course, marketing talent training direction is mostly application-oriented talents, so early contact with the market plays a key role in the cultivation of students' ability. The school actively carries out enterprise docking, combines the enterprise development model with students' theoretical knowledge and innovative thinking, and jointly explores the development trend of business model. For example, it has established long-term partnerships with well-known enterprises such as Beijing Hualian, jointly held business elite classes, recruited management trainees from the second year of college, quoted practical case courses, taught modern concepts of influence, and corporate lecturers regularly come to the school to teach, providing teachers and students with practical positions during the holidays, 'tailor-made' for enterprises Training reserve workers, so that students' theoretical learning and practical operation are closely integrated, and earlier contact with society is also conducive to students' further understanding of career planning, so that colleges and universities can cultivate marketing skills needed by society.

(4) Establish a new media marketing research center

Combined with the school's high-quality development goals, a new media marketing research center is set up in the practical teaching center, and relevant professional teachers and enterprises are invited to be stationed, and its main task is to provide management and marketing students with market-related research and provide students with a space for divergent thinking, and teachers organize research related basic theoretical projects and applied research projects. At the same time, the introduction of enterprise projects as students' daily practice projects, practical projects are mainly to enable students to practice the existing marketing model in the market, such as opening live streaming with goods "Qian goods out of the mountains", exploring short video marketing, enriching students' extracurricular practice, students can not only identify innovation and entrepreneurship credits, but also get the corresponding remuneration, through the promotion of construction, reformed the "Marketing" course

teaching and practice model, while improving employability. The center is equipped with relevant hardware and software facilities for students to learn and use.

6. Summary

The development prospects of marketing in the new media era are full of unknowns, and the reform of the teaching mode of the "Marketing" course is also full of great challenges, there is a huge contradiction between the market and the school, the market changes very quickly, the evolution of the marketing model is also very fast, the era of the market relies less on the theoretical basis, such as new media marketing At this stage, it mainly relies on short videos, live broadcasts and other marketing tools for marketing, digital transformation and new retail development requires technical talents, and now the era of updating is coming. With the maturity of 5G technology and the rapid development of social economy, we will study the marketing development mechanism and operation mode, continuously explore the teaching reform of the "Marketing" course under the background of new media marketing, and build an integrated function of "production, learning, research, training, competition and creation". The innovative application-oriented undergraduate talent training model will surely promote the development of high-quality training of marketing talents in the context of the new media era of applied undergraduate universities.

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