

# Research on the Teaching Mode of Clothing Marketing Course in the “Internet plus” Era

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**Abstract:** “Fashion Marketing” is the main course of fashion design and fashion engineering majors. At present, there are many practical problems in the teaching of “Fashion Marketing”. Based on the current situation of Internet in clothing industry, this paper discusses the existing problems and solutions of the course of “Fashion Marketing”, and puts forward a new teaching mode.

**Keywords:** Industrial Internet, Clothing marketing, Teaching mode.

## 1. Introduction

In the past, clothing manufacturing was mainly based on large orders and large customers. Products coming out of the factory go through multiple dealers and retail stores, and there will be a corresponding cost between each link.

As demand becomes more and more fragmented, orders tend to be small-batch and personalized, and the delivery cycle is greatly shortened. Sharing resources and flexible manufacturing have become the general trend. Gao Min, president of Hempel International, a clothing manufacturer, said: Transparency, standardization and systematization of information are the core of flexible manufacturing [1].

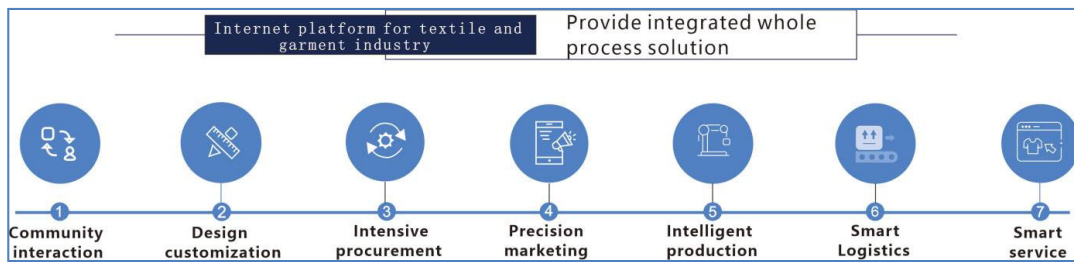


Figure 1. Whole process scheme of industrial Internet integration

Industrial Internet platforms grow like bamboo shoots after a spring rain. Hubble Smart Cloud takes “industry cloud”, “intelligent cloud”, “fashion cloud” and “culture cloud” as the

carrier, and through resource linkage and sharing, the data, resources and information of various links in the industry are opened to more subjects [2].

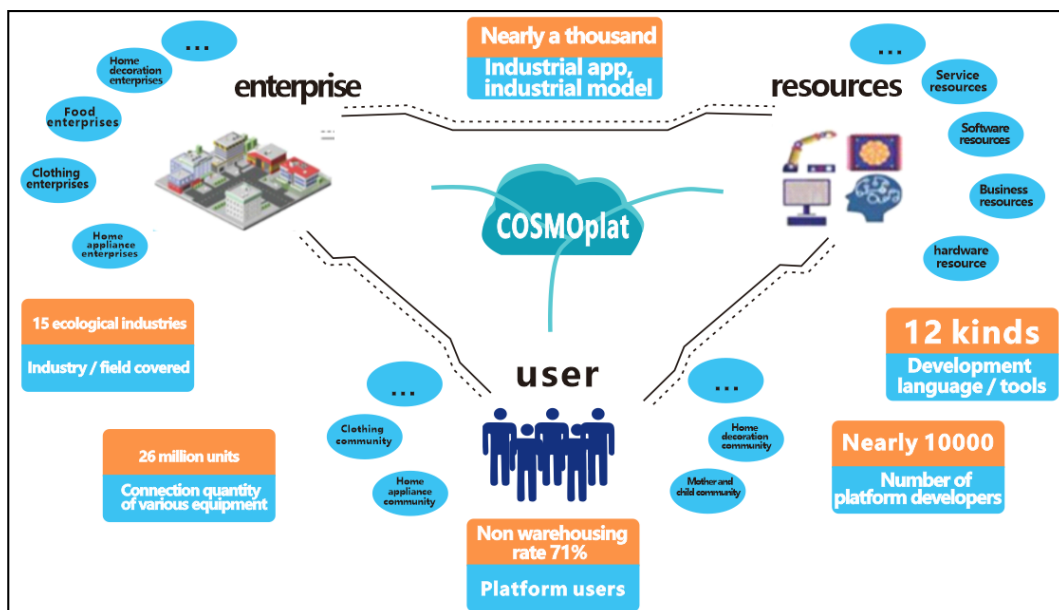


Figure 2. Current situation of industrial Internet on cosmoplat Haizhi cloud platform

Cosmoplat cloud platform to create mass customization solutions for the garment industry, through the establishment of MTM customization system, TDC digital technology center, to realize the automatic matching of directly connected users' personalized requirements of the pattern process, and integrated CAD/ERP/SCM/MES/WMS and other systems. At the same time combined with business and process optimization of intelligent equipment application and other implementation [3]. The whole process of production is data-driven and the whole process of data collection is realized. Real-time monitoring and early warning enterprises realize denim garment mass customization and flexible fast reverse production system, and connect users' big data supply chain resources through Cosmoplat platform to build collaborative interconnection ecology and form user interaction throughout the process [4].

The Internet of clothing industry is overturning the traditional clothing industry at a rocket-like speed [5]. However, the traditional courses of clothing specialty still remain in the teaching mode of the 1980s, and even the teaching content of most courses has not kept up with the progress brought by The Times and technology, resulting in more than 80% of the graduates of clothing specialty are unemployed after graduation. The following is an example of the course "Fashion Marketing" to discuss the successful teaching mode of clothing major under the Internet of clothing industry [6].

## **2. Current Situation of the Course Clothing Marketing**

First, old teaching methods and teaching means of the single, most of the curriculum of the clothing market marketing teaching still adopts the traditional teachers' teaching, students listening mode, teachers still give priority to with related imparting professional knowledge, and students in a passive to accept the position [7]. Lack of learning initiative, so most of the students learning enthusiasm is not high, the teaching effect is not ideal. On the other hand, due to the defects of school education system, many teachers own development there is a big limitation, less chance to participate in the enterprise and social practice. It can't give students pass industry current situation of the development of science and technology, for the clothing market marketing courses, the teaching method too much emphasis on imparting theoretical knowledge, and ignore the class time, in this way [8]. Even if students come to marketing positions in the future, it is difficult for them to adapt to the jobs in a short time with the small amount of theoretical knowledge they have mastered [9].

Secondly, the comprehensive practical teaching system is not perfect. Marketing courses are both practical and applied [10]. Most schools have realized the importance of cultivating students' practical ability, but they have failed to form a complete comprehensive practical teaching system. In daily teaching, although some teachers have carried out corresponding teaching reform and added teaching AIDS such as case analysis into the classroom, many clothing marketing cases are not based on reality, inconsistent with the procedural links involved in actual work, and unable to let students personally participate in it. It can't stimulate students' enthusiasm, initiative and creativity, on the other hand, although most schools will have it in their teaching. Practical

training courses will be arranged accordingly, but due to the lack of practical training programs with real operability, the practical training in a mere form is more serious [11].

Third, the assessment method is unreasonable. The clothing market marketing course examination basically only pay attention to the appraisal basic theoretical knowledge, and the final evaluation result is often a theory examination accounts for as much as 60%, neglected the student practice ability appraisal, this way of assessment on the one hand, increase students' learning burden, and theory examination to the students the actual professional ability didn't improve and help, on the other hand, it also causes the opportunistic behavior of some students, which is not conducive to cultivating students' ability to flexibly use marketing knowledge and skills to solve practical problems and affects the improvement of students' comprehensive quality.

## **3. Solutions**

### **3.1. Countermeasures of Classroom Teaching Methods**

First, teaching strategies: In order to improve students' interest in and acceptance of the course, diversified teaching methods can be adopted to improve students' participation in the class. First of all, the place of classroom teaching is not only in the classroom or outside the laboratory; but also in shopping malls, enterprises, commercial streets and other places to carry out on-site teaching.

Second, the development of teachers themselves: first, strive to improve the comprehensive quality of teachers; second, promote the construction of double-qualified teachers; third, improve the evaluation system of teacher development. Fourthly, we should improve the system of teachers' following enterprises, so that teachers can have deep contact with the garment industry and truly bring back core technologies and projects of enterprises.

### **3.2. Countermeasures of assessment methods: Establish a Reasonable Assessment System**

The examination and evaluation system of clothing marketing course should attach importance to guiding students to actively participate in the course learning and reflect the goal of cultivating students' practical ability. Can take the traditional examination to drink the practice teaching to combine the examination system. On the one hand, teachers should reflect the comprehensive ability of students' marketing when they set the traditional exam questions of clothing marketing. On the other hand, increase the proportion of teaching process assessment, increase the evaluation index can reflect the comprehensive ability, encourage students to form good learning habits, really put into the study of clothing marketing course, carefully complete the homework tasks assigned by the teacher.

### **3.3. Comprehensive practice teaching strategy: teaching model research**

After a comprehensive study of the above problems, it is not difficult to find that the main problem of teaching methods and assessment methods is that the traditional teaching mode is not suitable for practical courses such as clothing marketing. The second problem is that the development of the clothing industry under the current industrial Internet is not closely

combined with the traditional teaching model, and the traditional teaching model is not suitable for the professional practice courses of clothing marketing. To really realize enterprise core project into the classroom, for the current domestic higher vocational education is a need to achieve long-term practice problems, thus to solve the first problem, under the current mode of education and teaching resources, it is only through practice and field work, with hills, will be moved to the counterpart enterprises at the same time, students and teachers and equipped with experienced mentors, Let school tutors and enterprise tutors complement each other's advantages, guide students together, gradually combine the theoretical knowledge and practical skills learned in school with the current Internet industry, and gradually master the core work essentials in the actual work process.

The second problem, fundamentally speaking, can be solved by adjusting the teaching mode and reforming the teaching mode of the vocational practice course Clothing Marketing.

Situational teaching mode refers to a teaching method in which teachers purposefully introduce or create vivid and specific scenes with certain emotional colors and take images as the main body in the teaching process, so as to arouse students' certain attitude and experience, so as to help students understand the teaching content and develop students' psychological function. Situational teaching method, whose core is to stimulate students' emotions, has broken through the frame of intellectualism in the past teaching methods and achieved good results in teaching practice.

For example, in the course of "clothing marketing" about the content of personnel marketing, in this section, the need to master the concept of personnel marketing, characteristics of personnel marketing, factors should be considered, the task of personnel marketing, personnel marketing procedures, personnel marketing training and other content. Remember that theoretical knowledge is not the teaching purpose of this class. The teaching purpose of this class is to let students master the practical skills and methods of personnel marketing. So how to let the students achieve this teaching goal? The easiest way is for students to master the content through sales practice. After conveying the necessary theoretical knowledge to students, teachers can ask students to sell their own design products or other products on campus or off campus, and mark the process and results of selling as the ability points of this class. This is the situational teaching model in practice.

The application of situational teaching mode in clothing marketing courses is not only an innovative breakthrough in teaching methods, but also an indirect way to transform students' passive acceptance of knowledge into active participation in classroom teaching, so as to cultivate students' learning ability, analytical ability, application ability and innovation ability.

#### 4. Summary

Compared with traditional teaching mode, situational teaching mode has many advantages:

First, the role of students in the classroom, from supporting to leading roles. In the clothing market marketing courses of classroom, students are accustomed to listening to learn the knowledge of teachers, time has become the supporting role in the classroom, and interactive teaching methods such as

case teaching method in use is still not completely change its role, and situational type teaching mode from the subjective initiative, let the student led and a leading role, Subconscious to let the students learn more knowledge and improve the interest, using the situational teaching mode to arrange students to work in, in finish the homework, let it play the seller respectively, such as consumers, thorough images of different entities, the analysis of its sales, consumer psychology and behavior, and in the process of purchase, the seller and in different stages of the consumer marketing tasks, To a certain extent, students can have a complete and correct understanding of the complexity of internal and external factors that affect consumers' purchasing behavior. Through this form of training, students' confidence and courage to express themselves can be cultivated, their timidity and fear can be reduced, and their language expression ability can be improved.

Second, the psychology of students in the classroom, from passive adjustment to active. Famous maslow's hierarchy of needs according to from low to high level is divided into five kinds, namely physiological demand security demand respect needs and self-actualization needs, social demand, according to the theory of extension development situation type teaching mode, help students to realize self demand unceasingly, in the clothing market marketing course, purposeful arrangement scenario discussion link, lets the student free speech talk, on a particular brand sales brand promotion and so on to talk about their own understanding and ideas, and arrange the entity stores famous brand shops of different categories such as research, cultivate students, active and consumers and businessmen to communicate and exchange, through questionnaire interview different research methods such as telephone communication network interaction, let the students gradually, as it were, to exercise and develop the students' ability of insight analysis ability, As well as stimulate students' interest in market research, it also helps students to mobilize students' learning enthusiasm psychologically, set expected learning goals, and fulfill the self-actualization needs that they hope to achieve in class.

Third, students in the classroom from listening to the way to exchange. Another breakthrough scene type teaching mode is the student role transformation of interpretation, reflect on the way in class, a change from the listener to active communicator, cash is not difficult to find shy students, the number of students in many poor expression, answer questions more softly, afraid to express yourself idea, in the clothing market marketing classes, The innovative use of situational teaching mode has helped students to change this phenomenon. Set up different teaching links in the classroom, provide different physical situations, in a natural teaching environment to train students to express their ideas boldly, at the same time set up students to communicate with each other, actively participate in brainstorming. In this process, teachers should actively encourage students to speak. Don't be afraid of making mistakes, which is the biggest stumbling block to their own improvement. Teachers should give timely guidance and put forward appropriate suggestions. New type of advice. Let students have different degrees of improvement in this process.

With the popularization of the depth of the clothing industry apparel professional courses should be combined with Internet industry knowledge, make clothing specialized courses keep up with the progress of the era of science and technology, give full consideration to students' professional

training objectives and the employment direction, cultivate the students' interest in learning courses, improve the students' ability of comprehensive quality and employment market competitiveness, realize the enterprise employment oriented, Strengthen the training goal of problem-solving applied talents, and lay a good foundation for the employment and entrepreneurship of students after employment.

## Acknowledgment

The authors gratefully acknowledge the financial support from Guangzhou Nanyang Polytechnic Vocational College 2017 Innovation Strong School Project "Fashion Design and Technology" Brand Major Construction Project (20221WTSCX306). Guangdong Provincial Education Science Planning Project (Higher Education Project) (2022GXJK670.3). Research project of cultural quality education in vocational colleges in Guangdong Province (GDWSJ07) funds.

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