

Research on Training Mode of Big Data Marketing Talents

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Abstract: With the advent of the information age, the demand for data-oriented marketing talents is increasing rapidly, and the training objectives and modes of big data marketing are also the focus of education research. Through in-depth interviews with representative enterprises, NVIVO software is used to conduct in-depth interviews and in-depth analysis of the big data marketing in the talent demand for extraction and summary.

Keywords: Data-oriented marketing, Big data marketing, Talent training model.

1. Introduction

Nowadays, as big data has become a national strategy and "digitization" has penetrated into the value space of customers, the behavior of consumers has been characterized by socialization, scene decision-making and mobility, and the marketing mode has been transformed from public standardization to panoramic response [1]. Big data in the market environment, consumer behavior, marketing strategies, product design and other aspects have a great role. In practice, practice has produced a kind of "spur" effect on academia. Precision marketing based on big data has greatly improved the efficiency of marketing. Therefore, the industry with sharp eyes has taken the lead in the research and application of big data market. The time request take big data as the foundation marketing specialized direction, carries on the transformation to the talented person raise pattern.

Reviewing the development of marketing, it originated in the United States in the early 20th century and gradually spread to Western Europe, Japan, China and other countries. However, from 2010 to now, marketing has entered a deceleration, recession period, some professional also began to cut professional, chemical, automotive, electrical and other professionals have entered the market competition.

According to the research on big data marketing by relevant universities, big data marketing has a good prospect and is favored by the society and students. For example, the Central University of Finance and Economics and other universities have set up big data marketing professional, or set up big data marketing professional. The study finds that the number of big data marketing majors in the Central University of Finance and Economics continues to explode, in sharp contrast to the number of traditional marketing majors. Only innovation can sustain development. At present, it is an important transition and innovation period of marketing. Whether talent training can adapt to the trend of digital economy, big data marketing has become an inevitable trend.

2. Literature Review at Home and Abroad

In the era of digital economy, enterprises are immersed in a large amount of data environment: business system produces data, user produces data, perception system

produces data, data perception system produces data, big data provides insight to consumers for enterprises, and creates conditions for precision marketing, personalized marketing, AI creative marketing, real-time response and other services. However, in education, teaching, with big data marketing professionals are still far from meeting the requirements of the times, big data marketing research is also relatively scattered.

Since the publication of Science in 2008, various applications and influences of the term "big data" have been emerging. The same is true of marketing in higher education. In an article called "Beyond Resumes: LinkedIn for Marketing Educators," Amber (2016) explores the use of social media platforms such as emerging expertise and online reputation management[2]. Fan Huanhuan (2019) proposed an O2O mixed teaching mode integrating network big data technology from the perspective of cultivating valuable talents meeting social needs[3]. Feng Xianwei and Liu Qiaoman (2015) deeply recognize the impact of big data on precision marketing and put forward the concept of "precision marketing" practice training mode[4]

In this paper, many scholars at home and abroad are aware of the impact of big data on marketing talent, that big data marketing talent is of great significance. Based on the statistics and analysis of the enrollment brochures of some universities, some domestic universities have set up big data marketing majors or big data marketing majors in traditional marketing majors. However, in the current research, there is still a lack of in-depth discussion and analysis on the ability of big data marketing talents and the corresponding policy effects.

3. Empirical Analysis

3.1. Data Collection

The goal of education and training is to meet the needs of the talent market. Therefore, when carries on the research to the talented person raise pattern, first must carry on the thorough demand analysis to it. Based on a large number of literature, this paper makes an interview outline according to the marketing needs of marketing personnel, and conducts in-depth interviews with representative enterprises. The core problem of this interview is the talent ability requirement in big data marketing, and the research object is middle and senior managers.

3.2. Sorting Out of Materials

The interview data are coded and analyzed by NVIVO software. By refining and summarizing the data, it is concluded that marketing experts based on enterprise needs should have the ability to collect, sort, process, analyze and mine the commercial value behind the data, and apply it to marketing decision-making. Data collection capability refers to the ability to use Python software such as Python to obtain organizational and unstructured data; data analysis capability refers to the ability to analyze marketing problems to be solved by enterprises by using statistical principles and application software to a certain extent; data application capability refers to the ability to make effective analysis of market analysis and market decisions for enterprises by using marketing theories and insights to a certain extent.

In interviews, many executives found that many companies entering the digital economy, due to the lack of professionals can not correctly grasp the market opportunities, also can not seize the fleeting opportunities, leading to many industries in trouble, or even suffer huge losses. Overall, the shortage of such data-oriented marketers is worse. This reflects the traditional marketing personnel trained by universities in our country for a long time, and the increasingly serious demand for big data marketing talents in the digital economy era.

Through the interview with the company managers, we found that the computer application base of the traditional marketing major is weak, and most of them can only use simple office software. In this context, many companies will actively recruit computer, statistics and other related professional personnel to join the marketing department or team, but due to different vocational skills training objectives, leading to the long-term adaptation of marketing personnel, leading to the "complex" marketing team failure in the actual work.

Facing the dislocation between the ability of graduates and the ability of enterprises, the main measures are: strengthening the reform of education and teaching, probing into the mode of cultivating talents based on innovation and entrepreneurship, and probing into the mode of multi-level interaction among school-enterprise, teacher-enterprise, student-enterprise and multi-resources integration. However, according to the results of in-depth interviews, the dislocation between the ability of graduates and the needs of enterprises has lasted for many years. Trade and exhibition economy

4. Exploration of the Training Mode of Big Data Marketing Talents

4.1. Define the Training Objectives for Data-Oriented Marketing Talents

In the era of big data and information, in order to occupy a place in the big data industry, the big data marketing specialty must clarify the training objectives of data-driven marketing talents, devote to training big data analysis application talents serving the back end of the industrial chain, and devote to transforming the big data resources in the big data ocean that enterprises are immersed into into business value. But the essence of training a data-oriented marketer is marketing. Therefore, most universities must combine statistics and computer technology based on traditional marketing programs to improve students' ability to use big data to handle marketing problems. The application technology of big data application is introduced to help enterprises realize the

business value of big data.

4.2. Constructing a Modular Course System for Marketing Talents Oriented by Data

Based on the clear goal of training data-oriented marketing talents, the commercial value behind a large amount of market data should be excavated from the scattered, scattered and huge market environment. Generally speaking, the curriculum system of this major should have the following abilities: cultivating enterprises' insight and international perspective on the basis of economic, management, finance and other related theories and marketing, cultivating the big data thinking and data analysis and interpretation ability, innovation ability, communication ability, logical thinking ability, team cooperation ability and execution ability. Therefore, this paper proposes to add computer technology courses such as database, SQL, R programming, Python programming, probability theory, mathematical statistics, applied statistics, marketing data analysis and marketing mode.

4.3. Teaching Team of Course Group with Training of Data Oriented Marketing Talents as the Core

Most of the traditional marketing personnel lack deep understanding of big data and statistical knowledge, so it is necessary to formulate relevant big data training programs to supplement them in theory; encourage companies with digital marketing background or certain experience to establish school-enterprise cooperation, encourage teachers to settle in, follow up digital marketing plans, and promote digital marketing from the actual situation; actively introduce big data and statistical professionals, or carry out scientific research cooperation with other professionals, solve the problems of digital strategy, marketing model innovation, consumer behavior analysis and other aspects of enterprises, and promote teachers' knowledge integration through multiple channels.

5. Conclusion

In a word, in the background of digital economy, the environment that enterprises face has changed greatly: the establishment of operation system, the active participation of users and the wide use of perception system will bring huge amount of high value and complex data. But it is also a big challenge for the company and a strong demand for people with big data marketing skills. Consequently, the marketing personnel that understands computer technology and statistical base got the favour of numerous enterprises. How to Concentrate and Integrate Various Resources in Applied Enterprises, Universities and Other External Environments.

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