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Research on the Training Mode of Digital Marketing Talents in Vocational College Based on Professional Group Construction

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Abstract: With the rapid development of the digital economy, the demand for digital marketing talents is growing day by day. As an important base for training applied talents, vocational colleges and universities need to keep up with the development trend of The Times and conduct in-depth discussions on the training of digital marketing talents. Based on the construction of professional groups, this paper analyzes the current situation and problems of digital marketing talent training in vocational colleges, and puts forward a digital marketing talent training model and implementation strategy to meet the requirements of the new era.

Keywords: Professional group construction; Vocational college; Digital marketing; Personnel training; Pattern inquiry

Introduction

As a new marketing method, digital marketing is favored by more and more enterprises for its characteristics of high efficiency, convenience and low cost. Our government attaches great importance to the development of digital economy and puts forward a series of policy measures to create a good environment for the development of digital marketing talents. As an important carrier of training applied talents, vocational colleges and universities should give full play to their advantages and contribute to the training of digital marketing talents.

1. Overview of professional group construction

The construction of professional groups plays a vital role in the development of vocational colleges, which is not only an important way to achieve the goal of training high-quality technical talents, but also a key means to promote the reform of education and teaching and improve the overall strength of the school. The so-called major is composed of a group of interrelated majors with similar professional backgrounds and skill needs. Such majors achieve coordinated development among majors by means of resource sharing, curriculum co-construction, mutual recruitment of teachers, etc. In vocational colleges and universities, the construction of major groups aims to promote the integration and optimization of majors and improve the quality of education and teaching. In order to better meet the needs of society for high-quality technical skills. The main goal of the construction of professional groups is to optimize the allocation of teaching resources and improve the quality of education and teaching. Through the construction and operation of professional groups, schools can realize the sharing of curriculum resources and enable students to have access to a wider range of knowledge and skills. At the same time, the construction of professional groups can also promote the mutual recruitment and exchange of teachers, improve the teaching level and scientific research ability of teachers. In addition, professional groups can also promote school-enterprise cooperation, strengthen the combination of production, learning and research, and improve students' practical ability and innovation ability.

2. The importance of digital marketing professional group construction

Digital marketing is an important trend in the current and future market. Under the background of the digital era, enterprises have an increasing demand for digital marketing talents. The construction of digital marketing professional groups can help schools keep up with the pace of the market and train talents to meet the market needs. To improve their employment competitiveness, the construction of digital marketing professional groups can also help students understand industry dynamics and cultivate their innovation awareness and practical ability.

In addition, the construction of digital marketing professional groups can promote the integration and innovation among majors and improve the quality of education and teaching. Digital marketing involves many disciplines, such as computer science, marketing, data analysis, etc. Through the construction of digital marketing professional groups, resources sharing and complementary advantages can be realized

among different majors, and interdisciplinary integration and innovation can be promoted. For example, computer science majors can provide students with data analysis and technical support, and marketing majors can provide students with marketing strategy and creative guidance, thus improving the quality of education and teaching.

3. Current situation and problems of training digital marketing talents in vocational college

3.1 The target orientation of talent training is not clear

At present, there is a problem of unclear target orientation in the training of digital marketing talents in vocational colleges. On the one hand, the training orientation of digital marketing professionals in schools tends to theoretical research, ignoring the training of practical operation ability, resulting in the lack of competitiveness of graduates in the job market. On the other hand, although some schools pay attention to the cultivation of practical ability, they neglect the study of theoretical knowledge, which makes students lack systematic thinking and analysis ability when facing the complex digital marketing environment. Therefore, how to accurately locate the goal of talent training and balance the relationship between theory and practice has become the primary problem of digital marketing talent training in vocational college.

3.2 The curriculum system needs to be improved

There are also some problems in the course system of digital marketing in vocational colleges, which is mainly reflected in that the curriculum is too outdated and can not keep up with the rapid development of digital marketing industry. At present, the digital marketing courses of most vocational colleges and universities are still dominated by traditional marketing theories, and they are less involved in emerging digital marketing tools and means, which makes it difficult for students to adapt to the work needs of modern digital marketing. In addition, the lack of curriculum practice is also a major problem in the training mode of digital marketing talents in vocational college. The theoretical knowledge students learn in class needs to be consolidated and applied through practice, but at present, the practical teaching resources of most vocational colleges are limited, and it is difficult to meet the practical needs of students.

4. The principle of professional group construction in vocational college

First, the principle of industrial demand-oriented. The construction of professional groups in vocational colleges and universities should closely focus on industrial demand, take market demand as the guide, and train high-quality technical talents to meet the needs of social development and industrial upgrading. This requires colleges and universities to keep up with the trend of industrial development, update course content, strengthen practical teaching, and improve students' vocational ability and employment competitiveness.

Second, the principle of highlighting characteristics. Vocational colleges and universities should, according to their own conditions and development orientation, give full play to their special advantages and build competitive professional groups. By optimizing the allocation of resources, strengthening the construction of professional connotation, and enhancing the overall strength of professional groups, the visibility and influence of colleges and universities can be improved.

Third, the principle of collaborative innovation. The construction of professional groups in vocational colleges and universities should pay attention to the integration and coordination of internal and external resources, strengthen cooperation with industry enterprises and research institutes, build platforms for production, study and research, and promote education and teaching reform and technological innovation. Through school-enterprise cooperation, colleges and universities can understand the needs of enterprises and provide students with internship training and employment opportunities; At the same time, enterprises can also participate in the talent training and curriculum development of colleges and universities to achieve a win-win situation.

5. Construction of digital marketing talent training model based on professional group construction

5.1 Talent training target positioning

Market demand is the core driving force in the market economy, and the training of digital marketing talents should also be closely focused on the market demand. Under the current information and digital social background, the demand for digital marketing talents is increasing year by year. This trend requires vocational colleges to have clear positioning and goals in the training of digital marketing talents. In the field of digital marketing, innovation means the ability to use novel strategies and means to attract and maintain consumers and increase the market share of products. Therefore, in the teaching process, students should be encouraged to jump out of the traditional thinking framework, stimulate their creative thinking, and train them to become high-quality digital marketing talents with innovative ability. Moreover, practical ability is an important quality of digital marketing talents, digital marketing is a very practical field, theoretical knowledge and practical operation complement each other. Schools should provide rich practical opportunities, such as simulation marketing planning, real case analysis, etc., so that students can master the skills and methods of digital marketing in practice and improve their practical ability.

5.2 Curriculum system construction

Based on the construction of professional groups, the curriculum system covering the basic theory, practical skills and innovative ability of digital marketing is constructed by integrating internal and external resources. In order to achieve this goal, first of all, it is necessary to conduct in-depth research on the basic theories of digital marketing, including the concept, characteristics, strategies and implementation methods of digital marketing, etc. The mastery of these theoretical knowledge is crucial for students, which can help them establish a comprehensive understanding of digital marketing. At the same time, it is also necessary to pay attention to the cultivation of practical skills. Digital marketing is a highly practical subject, and only through practical operation can students truly understand and master the skills and methods in it. A large number of practical links should be set in the curriculum system, such as case analysis, simulated practical training, and actual project operation, so that students can continuously improve their skills in practice. In addition, innovation ability is also an important quality that students majoring in digital marketing should possess. In the field of digital marketing, innovation means being able to put forward new ideas, methods and strategies to cope with the ever-changing market environment and needs. Therefore, the curriculum system should focus on cultivating students' innovative thinking and ability and encouraging them to carry out innovative research and practice.

6. Conclusion

This paper puts forward a digital marketing talent training model and implementation strategy based on professional group construction for vocational college digital marketing talent training. It is hoped that the training of digital marketing talents in vocational colleges can provide useful reference to help the development of digital marketing industry in our country.

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