

Practical Exploration of Teaching Reform of Advertising Major from the Perspective of Innovation and Entrepreneurship Education

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ABSTRACT. Advertising is a practical and interdisciplinary subject. In the process of learning, students not only need to master basic theoretical knowledge, but also need to exercise through practice. Among them, there are solidified training content and lack of operating experience for students' aspect phenomenon. Innovation and entrepreneurship education focuses on cultivating college students' innovative consciousness, innovative thinking, and innovative ability, and aims to cultivate high-quality talents with entrepreneurial awareness, entrepreneurial qualities and entrepreneurial skills. Carrying out innovation and entrepreneurship education is an important content of advertising teaching and an important way to improve students' professional practical ability. This article proposes corresponding teaching reform measures based on the perspective of innovation and entrepreneurship education, combined with the characteristics of advertising.

KEYWORDS: advertising, innovation and entrepreneurship, practice

1. Introduction

The training of advertising professionals requires students to systematically master the basic theories of advertising operations, but also to have good professional practical ability and professional quality, and can carry out advertising creation activities according to the requirements of the post [1]. Therefore, in education and teaching activities, carrying out innovation and entrepreneurship education is an important part of advertising teaching. Innovation and entrepreneurship ability is the core competitiveness of advertising talents, and the cultivation of innovation and entrepreneurship ability is an important yardstick to measure the quality of education and teaching. Carrying out innovation and entrepreneurship education in advertising is an important way to improve students' professional practical ability. Focusing on the training objectives of innovation and entrepreneurship, exploring the teaching content, teaching methods, and teaching

platforms of advertising practice is the implementation of advertising in colleges and universities the key to education reform [2]. Through teaching innovation and entrepreneurship courses, launching innovation and entrepreneurship training, participating in professional innovation competitions, etc., students can comprehensively improve their innovation and practical ability, so that students can master and proficiently use modern electronic media, especially new media technologies such as video and the Internet, to cultivate creativity, design and planning capabilities are the core. At the same time, it teaches professional skills in advertising operations such as media operation, brand building, customer service, and public relations, and cultivates applied senior advertising talents for the advertising industry and related cultural industries.

2. The connotation of innovation and entrepreneurship education

Since entering the 21st century, the rise of the knowledge economy has brought about tremendous changes in the industrial structure and educational functions and forms. On the one hand, new industries such as electronic finance, network economy, and online economy have risen on a large scale; on the other hand, the knowledge economy has promoted innovation and entrepreneurship to become the mainstream of social development [3]. The Ministry of Education has issued several documents concerning the implementation of innovation and entrepreneurship education in ordinary colleges and universities, such as the notice of "Basic Requirements for the Teaching of Entrepreneurship Education in General Undergraduate Schools (Trial)" in 2012, and the "Regarding Deepening Reform of Innovation and Entrepreneurship Education in Colleges and Universities" in 2015 Implementation Opinions (Guobanfa No. 36), etc. The document clearly pointed out: "The development of entrepreneurship education in ordinary colleges and universities is a strategic measure to serve the country to accelerate the transformation of economic development, build an innovative country and a country with strong human resources. It is to deepen the reform of higher education teaching, improve the quality of talent training, and promote the overall development of college students. The important way to achieve this is to implement important measures to drive employment through entrepreneurship and promote full employment of college graduates." Therefore, innovation and entrepreneurship education must be implemented and effectively carried out in colleges and universities. However, the academic circles have different understandings and opinions on the connotation of innovation and entrepreneurship education [4]. There are three main points: First, innovation and entrepreneurship education is classified as innovation education. This view mainly believes that students' innovative spirit should be cultivated, so that students have self-confidence and independence. The second is to classify innovation and entrepreneurship education as entrepreneurship education. This kind of view is mainly based on training students to have entrepreneurial awareness, entrepreneurial spirit and basic entrepreneurial qualities, is aimed at the cultivation of comprehensive ability; the third is to classify innovation and entrepreneurship education as a combination of innovation education and entrepreneurship education. This view believes that innovation education and entrepreneurship education are

closely related, and entrepreneurship education requires both innovative education methods and ideas also innovate the results of education. One and two of them talked about the core of innovation and entrepreneurship education, but some are one-sided, completely separating innovation and entrepreneurship. The third point combines the overall planning of innovation and entrepreneurship to more completely express innovation and entrepreneurship. It can be seen that innovation and entrepreneurship education takes into account both innovation education and entrepreneurship education, focusing on cultivating college students' innovative awareness, innovative thinking, and innovative ability, and aims to cultivate high-quality talents with entrepreneurial awareness, entrepreneurial qualities and entrepreneurial skills. The innovation and entrepreneurship education can be carried out at different levels: first, all students should be given general education, that is, they should be cultivated from the beginning of enrollment to develop their critical thinking and independent innovation spirit; secondly, they should be responsible, capable, and high-quality comprehensive through screening of students conduct special training on innovation and entrepreneurship, and provide them with certain resources or financial support; again, in terms of the relationship between innovation and entrepreneurship, innovation is the driving force of development, entrepreneurship is the practical carrier of development, innovation promotes entrepreneurship, and entrepreneurship further promotes Innovation, the two complement each other and promote each other. Therefore, strengthening the innovation and entrepreneurship training in the professional field of colleges and universities is not only conducive to improving the development of social innovation productivity, but also conducive to improving the ability of college students to start their own businesses and reducing employment pressure.

3. The important significance of the innovation and entrepreneurship education reform carried out by the advertising major

3.1 An important way to update the concept of talent training

Experts and scholars at home and abroad believe that college students' innovative and entrepreneurial abilities include: practical ability, innovative thinking ability, independent thinking, independent judgment and independent scientific research ability, academic communication ability, entrepreneurial potential [5]. The practical characteristics of the advertising industry determine that innovation and entrepreneurship capabilities are gradually accumulated and improved in the process of practice. The cultivation of innovation and entrepreneurial ability is the ultimate goal of advertising practice teaching. The realization of this ultimate goal can be decomposed into three gradients: the cultivation of innovation and entrepreneurship quality, the cultivation of innovation and entrepreneurship skills, and the comprehensive practice of innovation and entrepreneurship. For advertising majors, a scientific and complete training program should include theoretical teaching, practical ability training, and innovation and entrepreneurship training. Among them, the cultivation of innovation and entrepreneurship ability is a sublimation of the first

two training contents, and it mainly depends on a scientific and complete teaching system. Students carry out innovation and entrepreneurship training activities according to the established teaching system during school, which is more in line with professional training rules and training objectives. At present, some colleges and universities still have major shortcomings in the cultivation of advertising talents in the cultivation of innovative and entrepreneurial ability, or the establishment of innovative and entrepreneurial links is irregular, unsystematic, and coping with problems. Students trained under this system In terms of innovation and entrepreneurship capabilities, there is a large gap compared with industry demand. Failure to implement reforms will affect the realization of advertising talent training goals.

3.2 An important means to cultivate students' innovative consciousness and entrepreneurial ability

The cultivation of innovative consciousness and the improvement of entrepreneurial ability is a continuous process, and the gradual development of professional ability---innovation ability--- entrepreneurial ability needs to be obtained through the gradual development of practical teaching content. The professional knowledge of advertising is updated rapidly, and new technologies, new concepts, new media, and new methods that continue to appear have a greater impact on advertising operations. As a future advertiser, you must not only update professional knowledge in time, but also understand the latest creative concepts. Only in this way can you create good works and keep up with the development of the industry. The Ministry of Education, the Provincial Department of Education, and the Advertising Industry Association hold various professional competitions every year. The purpose is to establish a platform for cultivating and assessing students' innovative awareness and entrepreneurial abilities, so that universities can use this as an opportunity to strengthen their commitment to this work [6]. Attach importance to the cultivation of students' innovative consciousness and entrepreneurial ability as an important work content. It can be seen that only by constantly updating teaching content and adopting the latest teaching methods and methods can the demand for talent training be met.

3.3 An important guarantee for improving students' entrepreneurship and employability

For students who will work in the advertising industry in the future, mastering professional practical skills, being familiar with industry positions, and grasping the direction of future employment are the basic thresholds for future employment. At the annual graduate recruitment fair, employers will also consider whether students have practical skills and whether they can quickly move to work positions. Students with strong practical skills and quick hands-on operations are more welcome. In the job interview, the examination of students' practical ability and practical ability is also an important content and even becomes the only assessment content. It can be

seen that constructing a scientific and reasonable teaching system, gradually guiding students from the school to the society and industry, and being familiar with the job requirements as soon as possible is an important task in the teaching arrangement [7]. Effectively launching innovation and entrepreneurship training activities are essential to improve students' entrepreneurship and employability, and to improve the quality and level of employment.

3.4 Important support for the implementation of practical teaching reform

Carrying out practical teaching reform is an important task of the teaching reform of advertising. The old backward practical teaching system is difficult to meet the needs of professional teaching in the new era. The content of practical teaching, practical teaching methods, practical teaching methods, and practical teaching evaluation standards are all it should be continuously improved as the market and industry demand for student abilities. First, in the teaching process, teachers carefully and meticulously explain book knowledge in class, and combine cases to promote students' understanding. The content of cases is basically derived from books or the Internet, which is theoretically strong but lacks practicality. Second, in the traditional teaching model, teachers dominate the classroom and unilaterally inculcate knowledge into students, resulting in students lacking subjective initiative. Even if they understand the process of making advertisements, they are limited to the surface, which is not conducive to cultivating students' comprehensive qualities. Third, the teaching mode is single. From the perspective of social development and the characteristics of advertising, a single teaching model is not conducive to the multi-directional development of students. Among them, practical teaching occupies a more important position, it is difficult to meet the society's demand for advertising talents by focusing on classroom effects and ignoring practical teaching [8]. The reform of innovation and entrepreneurship education is inseparable from the reform of practical teaching. The reform of innovation and entrepreneurship education will greatly support the reform of practical teaching.

4. The path of advertising professional development from the perspective of innovation and entrepreneurship education

Advertising is closely related to the production and development of society. Advertising has been impacted by new technological revolutions such as high-tech, big data, and the Internet, making the development of the traditional advertising industry face a bottleneck and it is difficult to break through. However, new forms of advertising and advertising models are quietly entering the public's sight, which is also promoted by universities innovation and entrepreneurship education presents challenges and tests.

4.1 Comprehensively enhance the collaborative development of innovation and entrepreneurship and advertising from the understanding of teachers and students

Promoting innovation and entrepreneurship education in colleges and universities is an urgent need for my country to implement innovation-driven development strategies and promote economic quality and efficiency upgrades. It is also an important measure to promote comprehensive reform of higher education and promote higher-quality entrepreneurial employment for college graduates [9]. Therefore, colleges and universities should integrate innovation and entrepreneurship education throughout the entire university education, develop innovation and entrepreneurship education for all students, and actively explore the coordinated development of innovation and entrepreneurship education and professional education. However, teachers and students in colleges and universities have insufficient knowledge and understanding of innovation and entrepreneurship education in their professional fields. Therefore, first of all, teachers and students must have a comprehensive understanding. The first is to carry out innovation and entrepreneurship education in advertising majors to cultivate students' entrepreneurial awareness, entrepreneurial psychology, entrepreneurial spirit and entrepreneurial knowledge system, so that they have the knowledge system necessary for entrepreneurship, such as a positive "three outlook" and organization leadership, market judgment, resistance to pressure, tolerance to failure, etc.; The second is advertising majors, innovation and entrepreneurship education not only teaches students the knowledge and ability to start a business, but more importantly, they must be able to think like entrepreneurs. The third is to cultivate college students' innovation and entrepreneurship. It is not necessary for them to start their own businesses. The key is to have strategic vision, communication skills and decision-making skills. Secondly, the innovation and entrepreneurship education of the advertising major should be carried out in the practice of advertising projects. Innovation and entrepreneurship education is a performance of comprehensive ability. Students should learn advertising planning, management, execution and other specific tasks in project practice according to the characteristics of advertising, and exercise their innovation and entrepreneurship capabilities in practice. Third, the innovation and entrepreneurship education of advertising majors requires the training of students' sense of independence and teamwork. Independence is embodied in the students' unique knowledge and insights in their professions. They do not follow others and follow the trend. It is necessary to construct depth and breadth of cognition from the professional level. The sense of teamwork means that in the team work together, the team's advantages are used to achieve the best work effect through collaboration and mutual assistance. For each member of the team, it is necessary not only to give full play to their individual talents, but also to put themselves in their own position for the sake of others, proceed from the overall situation, and work together.

4.2 Obtaining innovation and entrepreneurship support and investment in advertising from school-enterprise cooperation

The main goal of education is to cultivate successors and heirs to social undertakings. Therefore, the talents cultivated by colleges and universities must meet the needs of society and face the enterprise and the market. Only when the linkage between universities and society is relatively close can the training of talents in universities closely follow the society and enterprises. First of all, colleges and universities should establish school-enterprise cooperation with advertising-related companies, which can not only train qualified personnel required by society and the advertising industry, but also better train students' innovation and entrepreneurship capabilities through corporate practice. Second, the cooperation between universities and the advertising industry has achieved a "win-win". By cooperating with enterprises, colleges and universities can obtain relevant resources, information and project cases of enterprises, and enterprises can use the advantages of students to reduce the cost of manpower, equipment, and space. Third, we must learn from the innovation and entrepreneurship education models of the United States and Germany [10]. For example, through holding high-end innovation and entrepreneurship forums, summits and other forms to enable students to participate in exchange activities between the two sides, so that students can have the opportunity to meet famous entrepreneurs, businessmen, investors, scholars, experts, etc., so that students have the opportunity to talk to them ask questions and ask. Finally, colleges and universities and advertising companies should carry out subject research, and can also encourage students to participate in public welfare projects, entrepreneurial competitions and other activities, which can effectively improve students' vision and practical ability, and provide students with more opportunities for innovation and entrepreneurship.

4.3 Enhance students' experience and ability in innovation and entrepreneurship from the practice of advertising projects

Project practice teaching is based on task training that simulates the organization and management, job responsibilities, obligations and business scope of the advertising company. There are three main forms of project practice: on-campus practice, off-campus practice, and industry-university-research collaboration. School practice is mainly based on curriculum practice, and practical activities are basically centered on specific teaching content, mainly to train students to master and understand theoretical knowledge, business skills, and project implementation in the process of practice. On-campus advertising practice can effectively improve students' comprehensive ability in advertising projects, and is conducive to the specific application of innovation and entrepreneurship in advertising. Off-campus practice is to send students to enterprises to directly engage in professional-related work, including professional skills and norms, knowledge application, and workplace business communication. This is the best way to practice, the off-campus practice of advertising majors mainly trains students in advertising management, advertising planning, advertising design and production, marketing planning and

market research and analysis. Industry-university-research collaboration refers to collaborative innovation activities that take enterprises, universities, and research institutes as the main body to jointly carry out technological development, focusing on the innovation ability and knowledge transformation ability of talents. The industry-university-research collaboration of advertising can be carried out through comprehensive advertising projects, such as advertising organization, advertising strategy, advertising management, advertising regulations, etc.

4.4 Effectively add innovation and entrepreneurship courses to the talent training program of advertising

Talent training programs are the training goals and specifications of talents and the methods or means to achieve these training goals. Advertising talent training programs at all levels and types of colleges and universities across the country are roughly the same. At present, there are not many colleges and universities that can reflect innovation and entrepreneurship courses in advertising talent training programs. Therefore, in order to integrate innovation and entrepreneurship education courses into professional education, it is necessary to add relevant courses to the talent training program. First, clarify the training objectives of advertising talents, integrate the concepts and content of innovation and entrepreneurship education into advertising professional education, and form a talent training mechanism integrating innovation and entrepreneurship education and advertising professional education. Second, reform the curriculum system. The integration of innovation and entrepreneurship knowledge and advertising expertise must be achieved through reforming the curriculum system, systematically designing courses, and rationally arranging the proportion and order of innovation and entrepreneurship courses. Finally, reform teaching methods, combine traditional professional teaching with modern teaching, and use Internet +, mobile Internet, etc. to develop online and offline innovation and entrepreneurship courses.

4.5 Strengthen the team building of double-qualified advertising professionals and part-time corporate tutors

Advertising is a highly applicable major, requiring practitioners to have a strong corporate advertising strategy, advertising awareness and advertising operation capabilities. Therefore, advertising professional teachers should be composed of "dual-qualified" teachers and part-time tutors from the front line of the enterprise accordingly. The so-called "dual-professional" teacher requires that teachers not only have rich professional theoretical knowledge and high teaching ability, but also have strong professional practical skills and good professional ethics, professional quality and other comprehensive capabilities. The "dual professional" teacher of advertising major can not only use professional theoretical knowledge proficiently in advertising course teaching, but also guide students to solve practical problems in advertising project practice. Part-time corporate tutors often hire influential advertising entrepreneurs from the front line of the enterprise and big players to

participate in the course teaching or practical guidance of college advertising majors. Their entrepreneurial experience and working experience are very attractive and influential to students in school, and students can benefit from their entrepreneurial experience or professionalism in many ways.

5. Conclusion

Innovation and entrepreneurship education is the general trend of economic and social development in the new era, and innovation and entrepreneurship is the core competitiveness of advertising talents. The practical characteristics of the advertising major determines that innovation and entrepreneurship is one of the necessary qualities for students' future development. Incorporating innovation and entrepreneurship education into all aspects of advertising theory teaching and practical teaching will inevitably promote teaching method reform, teaching method reform, examination method reform, etc., so as to promote the in-depth development of teaching reform in a more comprehensive and extensive manner, and further improve the teaching effect.

Acknowledgements

This work was supported by the general project of philosophy and social science research in colleges and universities of Jiangsu Province in 2019 (NO. 2019SJA0257); Higher education reform and development project of Nanjing University of Finance & Economics in 2019 (NO. gjgfb201939)

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