

Research on Educational Reform Based on Professional Talents Training of New Agricultural Science --Take the marketing and network marketing course as the example

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Abstract: *By taking the marketing and network marketing course as the educational reform object, this research is conducted to determine educational reform ideas suitable for training of professional talents in new agricultural science, and construct a teaching model of "blended online and offline teaching + practical content + innovation" based on "integration of teaching, practice and scientific research" with the purpose of training the professional talents in new agricultural science, i.e., construct the result-oriented educational reform model "based on theoretical teaching, supported by practical teaching and extended by scientific research innovation", so as to effectively realize organic integration of teaching, learning and research between teachers and students, and it also introduces graduation requirements into curriculum design in the aspects of results orientation, target decomposition, teaching design, curriculum ideological and political education, etc. driven by the students' expected learning results and based on graduation requirements and curriculum training objective, to build a curriculum teaching reform system that highly matches the training objectives for professional talents in new agricultural science.*

Keywords: *Marketing; Educational reform; New agricultural science*

1. Introduction

Marketing and Network Marketing is a basic course for students majoring in E-commerce in the field of management in colleges and universities, as well as a required course for other students majoring in Economic Management. This course serves to train high-level and high-quality management talents needed by the development of China's socialist modernization. Marketing, as an important business activity to be implemented in the whole process of enterprise management, plays a crucial role in promoting the development of enterprises. The success of enterprise marketing largely depends on the application-oriented talents in marketing who are deeply integrated with practice and have strong innovation thinking, thus proposing higher requirements for local HEIs offering degree programs that aim at cultivating application-oriented talents in China. Network marketing refers to one of various marketing activities launched by enterprises and is regarded as the extension and development of traditional marketing in the information age. The content of Network Marketing involves many disciplines such as Marketing, Business Administration, Economics, Computer and Network Communication Technology, Aesthetics, Laws & Regulations, etc. The course combines theory and practical technology, and it is one of the most important components for application-oriented talent training under the trend of rapid development of network technology and information economy, as well as a significant component of management talent training and discipline development.

2. Research significance

The significance of professional talents training of new agricultural science lies in training the new agricultural talents "caring for, understanding and engaged in practice of agriculture". "Caring for agriculture" is the premise, which mainly solves the problem of those people who learn agricultural production knowledge but do not care for agriculture, and aims to vigorously develop agricultural students' sense of responsibility, mission and dedication. "Understanding agriculture" is the key, which mainly solves the problem of those people who learn agricultural production knowledge but do not

understand agriculture, and aims to vigorously improve the professional ability and professional accomplishment of agricultural students. "Engaged in practice of agriculture" is the fundamental means to solve the problems of those people who learn agricultural production knowledge but do serve for agriculture, and aims to vigorously guide the agricultural students to serve for development of modern agriculture.

Currently, according to feedbacks of some employers, the newly-graduated students majoring in agricultural science are in lack of required professional practical ability and practical experience and fail to meet training concept of "caring for, understanding and engaged in practice of agriculture", and considering the increasingly prominent contradictions between integration trend of new agricultural majors in colleges and universities and the highly specialized demand for talents in the industry, there is an urgent need to address the problem of training of industry-required talents with professional practical ability. To better introduce the concept of results-oriented education, actively implement and promote the educational and teaching reform, and focus on achieving three transformations: Transform from discipline-oriented to target-oriented, transform from teacher-centered to student-centered, and transform from quality control to continuous improvement. The professional talents in new agricultural science shall have multiple knowledge structure and ability structure, which needs to be accomplished through practical curriculum teaching reform. Students trained under the traditional teaching mode of "privilege teaching over learning" are difficult to fully meet the needs of the industry. Therefore, it is essential to actively explore a set of scientific and effective results-oriented curriculum teaching reform mode and cultivate the application-oriented innovative talents as lifelong learners with both strong practical operation ability and continuous innovation ability during work. It shall clearly specify the target positioning system for talents training, develop a professional talents training scheme, and establish a perfect talents training guarantee and support system. Many Chinese scholars have conducted research and exploration on the educational reform of network marketing courses suitable for the professional talents in new agricultural science, and have discussed the way to stimulate students' interest and potential in learning and enhance students' sense of social responsibility, innovative spirit and practical ability. It also explores the methods and approaches to cultivate, discover and search for talents with various practical abilities in the aspects of intensified students' ability training, practical teaching, establishment of experimental teaching and innovative practice platform, school-enterprise cooperation, etc[1].

3. Contents of the course

The marketing and network marketing course is a basic course for students majoring in marketing in the field of management in colleges and universities, as well as a required course for other students majoring in economic management, which serves for the training of high-level and high-quality management talents needed for development of China's socialist modernization. Marketing, as an important business activity to be implemented in the whole process of enterprise management, plays a crucial role in promoting the development of enterprises, and the success of enterprise marketing largely depends on deep integration of application-oriented marketing talents and marketing talents with strong innovative thinking, thus proposing higher requirements for local HEIs offering degree programs that aim at cultivating application-oriented talents in China [2].

Marketing and network marketing belongs to one of various marketing activities launched by enterprises, and is deemed as extension and development of traditional marketing in information age. The knowledge content of marketing and network marketing course involves disciplines of business administration, economics, computer and network communication technology, aesthetics, laws & regulations etc., and the course combines theory and practice technology, and is one of the important contents for application-oriented talents training under the rapid development of network technology and information economy as well as significant component of management talents training and discipline construction.

Marketing and network marketing is the core course opened for the e-commerce and marketing majors, and is built to adapt to the new requirements of the times for talents. By training the new agricultural talents "caring for, understanding and engaged in practice of agriculture", it has actively explored a set of scientific and effective results-oriented curriculum teaching reform mode to cultivate the application-oriented innovative talents as lifelong learners with both strong practical operation ability and continuous innovation ability during work. It also explores the methods and approaches to cultivate, discover and search for talents with various practical abilities in the aspects of intensified students' ability training, practical teaching, establishment of experimental teaching and innovative

practice platform, school-enterprise cooperation, etc.

4. Educational reform process

With the training of new agricultural talents as core task, and starting from students' learning results, it builds a platform for on-campus practice training, off-campus practice teaching and innovation & entrepreneurship practice, integrates the school-enterprise, innovation & entrepreneurship education, professional ideological and political education, and puts efforts into cultivating new agricultural talents "caring for, understanding and engaged in practice of agriculture". It also constructs an educational reform model of "blended online and offline teaching + practical + innovation" based on "integration of teaching, practice and scientific research", i.e., constructs the result-oriented educational reform model "based on theoretical teaching, supported by practical teaching and extended by scientific research innovation", so as to effectively realize organic integration of teaching, learning and research between teachers and students, and it also introduces graduation requirements into curriculum design in the aspects of results orientation, target decomposition, teaching design, curriculum ideological and political education, etc. driven by the students' expected learning results and based on graduation requirements and curriculum training objective, to build a curriculum teaching reform system that highly matches the training objectives for professional talents in new agricultural science.

4.1. Build a new teaching mode through online and offline integration

Marketing and network marketing is course that highly emphasizes the practice, the teaching means shall be selected based on principle of combining theory with practice, and special attention shall be paid to practical teaching link. Multimedia means can be adopted in classroom teaching. Based on the combination of exclusive online courses such as MOOC (massive open online course) and Wisdom Tree, appropriate digital tools can be used to arrange students' independent online learning time. Implement offline classroom teaching using practical cases- students can understand the basic principles of marketing and network marketing. Open enterprise practice course based on network computer experiment - students can have a good command of the means and methods for launching marketing and network marketing activity. Set course design contents and prepare implementation planning report of marketing and network marketing- students can get improved in terms of combination of theory and practice of marketing and network marketing [3].

It offers various means such as Wisdom Tree, group chat, rain class etc. for curriculum resources construction. In addition to students majoring in e-commerce, information management and marketing, more students from different colleges and majors are attracted to log into online resource platform for learning and classroom activity. The achievement has been applied in teaching practice for a long term, and has created a new way to train outstanding e-commerce engineers in rural areas, making students show great competitiveness in terms of internship, employment and postgraduate recommendation.

4.2. Integrate innovative ideological and political courses and cultivate professional talents "caring for and understanding agriculture"

Cultivate students' awareness of caring for agriculture, highlight their practical and innovative ability, and develop the innovative talents "caring for agriculture, farmers, rural areas and agricultural production". Through the internalization of ideological and political elements in each section, cultivate the professional talents in new agricultural science who have firm faith, lofty ideals and are able to overcome difficulties and undertake responsibilities. With moral education as the fundamental task, and by assuming the mission of developing the powerful and prosperous agriculture, establish the agricultural ideal of students majoring in new agriculture to be engaged in rural revitalization, and carefully cultivate professional talents "caring for and understanding agriculture"

4.3. Create a new way for educational reform based on multi-dimensional model and multi-layer structure

Establish a three-level structure model used to promote the reform of training method of professional talents in new agricultural science, form a series of teaching achievements that can realize organic combination at three levels of macro, micro and demonstration, and create a new way for training professional talents in new agricultural science in ethnic minority area in the borderland.

4.4. Use scientific research achievements to support teaching and build online marketing courses based on rural revitalization

Taking the high-quality course "E-commerce Poverty Alleviation and Anti-poverty Battle" of course director as the model course, play a leading role, promote the reform depth, construct an teaching model of "blended online and offline teaching + practice + innovation" based on "integration of teaching, practice and scientific research", i.e., construct the educational reform model "based on theoretical teaching, supported by practical teaching and extended by scientific research innovation", so as to realize organic integration of teaching, learning and research between teachers and students, and guide by students' learning performance, take the lead in innovation with scientific research results, provide students with the opportunity of scientific research practice, organize the students to participate in online marketing of agricultural products with the rural revitalization as the starting point - launch the "speak for my hometown" live marketing program, and conduct research on social-needs-oriented and results-oriented educational reform, to help the students in school to receive further education and lifelong education after going on the work position [4].

4.5. Adopt diverse dynamic teaching evaluation mode and promote classroom teaching efficiency

The diverse dynamic teaching evaluation mode is adopted. It involves two types: one is the evaluation of teachers' teaching ability, while the other is the evaluation of students' learning ability. And this is a mode of mutual evaluation between teachers and students, which highlights the characteristics of dual-evaluation between teachers and students. To evaluate the teachers' teaching ability, the school distributes questionnaires in a unified way. To evaluate the students' learning ability, comprehensive evaluation method is adopted by the teachers by fully considering the students' final exam scores and daily performance in classroom, i.e., it combines written exam on theoretical knowledge with skill practice, and finally calculates students' final scores according to the attendance, usual performance, students' courseware explanation, planning scheme and practical operation.

5. Effect of reform

Teaching mode has changed from "teacher-centered" to "student-centered", from "process-oriented" to "result-oriented", which realizes the combination of theory and practice, and cultivates the new compound agricultural talents "caring for, understanding and engaged in practice of agriculture" according to the training objectives of the new agricultural talents. This reform can be applied and promoted to some extent: It promotes the transformation of practical teaching methods and means, adopts diverse teaching methods and assessment methods to cultivate students' practical ability, problem-solving ability, coordination & communication ability and innovation & entrepreneurship ability in an all-around manner. With the aim of gradually applying and promoting the educational reform mode of marketing and network marketing course in new agricultural field to other professional course modes, teaching methods and means, and based on different levels such as strategic level, tactical level and operational level, there are educational reform suggestions for students majoring in new agriculture science. They are mainly reflected in several aspects: First of all, it fully reflects the extent to which the reform of teaching concept, teaching content, teaching means, teaching methods and academic assessment methods can improve teaching efficiency and students' quality [5]. Secondly, it gives full play to the role of connection between theory and practice, the integration and mutual promotion between theoretical teaching and practical teaching. On the basis of highly valuing the practical teaching, focus shall be put on cultivating students' theoretical attainment, logical thinking ability, critical and innovative thinking and learning ability. Thirdly, the network teaching platform is fully utilized to build the basic and expanded resources required curriculum instruction teaching, as well as the practical resources obtained in the process of e-commerce development, so as to realize integrated innovation and provide a panoramic and all-weather learning space and learning platform for the students whether they are in or out of class, online and offline, on and off campus.

6. Conclusions

Practice has proved that the teaching reform of Marketing and Network Marketing has stimulated college students' enthusiasm for participation and innovation, and improved students' hands-on ability, organizational coordination ability and expression ability. The teaching effect of this course is quite satisfactory. The construction of this course's teaching mode will promote the reform and

professionalization of the university, improve the development of students' knowledge and skills, and cultivate new inter-disciplinary professionals who understand agriculture, love rural areas and love farmers.

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