

Construction of the Practical Teaching System for Marketing Majors in the Context of 'Dual Innovation'

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Abstract: *In the wave of encouragement for "Dual Innovation," practical teaching in marketing majors has received unprecedented attention. To adapt to this context, educational institutions need to re-examine and construct their practical teaching systems to better cultivate marketing talents suited for the modern market. This is crucial not only for students' future careers but also for the sustainable development of society as a whole. Educational institutions should continue to maintain close cooperation with enterprises, introduce more innovative teaching strategies, and ensure that students remain competitive in the ever-changing market.*

Keywords: *Dual Innovation; Marketing; Professional Practical Teaching*

1. Introduction

With the rapid advancement of technology and the push of globalization, every aspect of life is undergoing drastic changes. Particularly, the diversification of market demands brings many opportunities and challenges to businesses, making the importance of marketing increasingly prominent. How to combine modern technology, theory, and practice to cultivate marketing talents who have a solid theoretical foundation and practical application skills is a common concern of higher education and the industry today. Educators need to ensure that students are equipped with the ability to adapt to this rapidly changing era, not only learning existing knowledge but also understanding innovation and continuous learning.

2. Current Status of Practical Teaching in Marketing Majors under the "Dual Innovation" Context

Under the "Dual Innovation" context, practical teaching in marketing majors has exhibited a series of positive characteristics and developmental trends. The current teaching methods and content maintain deep instruction in theoretical knowledge while emphasizing the importance of practical elements [1]. This combination ensures academic rigor in students and also cultivates their practical operational skills and experience. Fortunately, modern students have a profound understanding and excellent ability in innovation and entrepreneurship. They are not satisfied with traditional learning methods but are more willing to challenge themselves, explore the unknown, and participate in various innovation and entrepreneurship activities with their actions. At the same time, the cooperation between educational institutions and enterprises has reached an unprecedented depth. This close cooperation not only provides valuable practical opportunities and resources for students but also delivers a large number of high-quality talents to enterprises, and it also provides rich soil and space for the reform and innovation of marketing major education [2].

3. The Importance of Practical Teaching in Marketing Majors under the "Dual Innovation" Context

3.1 Cultivating Marketing Talents with Practical Abilities and an Innovative Spirit

In the modern market, successful marketing talents rely more on practical operations and experience. They need the ability to solve real problems, understand market changes and trends, and how to adapt to these changes. They also need to develop an innovative spirit, continuously seeking new market opportunities and marketing strategies [3]. This requires the education system to pay more attention to practical teaching, allowing students to participate in real market environments. The

practical teaching model under the "Dual Innovation" context is a positive initiative, encouraging students to actively step out of the classroom and participate in market projects and entrepreneurial activities. This not only provides valuable practical opportunities but also trains students' decision-making abilities, communication skills, and teamwork capabilities. Through this method, students can better develop practical skills and innovative thinking, preparing them fully for their future careers. Cultivating marketing talents with practical abilities and an innovative spirit has become one of the core goals of modern education. Under the "Dual Innovation" context, the practical teaching model provides an important pathway to achieve this goal, emphasizing students' participation and personal experience, and offering strong support for their comprehensive quality and competitiveness enhancement [4].

3.2 Promoting Close Cooperation Between Schools and Enterprises

Under the current "Dual Innovation" wave, close cooperation between schools and enterprises is particularly crucial. Enterprises, as direct participants and mainstays of the actual market, possess abundant market data, practical cases, and experiences and challenges in various operations [5]. When these valuable resources are combined with schools to provide students with real practical opportunities, students can gain a more direct understanding of the actual situation in market marketing, thus developing stronger practical abilities and adaptability. Schools have rich experience and unique advantages in theoretical research and talent cultivation. When schools share their latest research findings and cutting-edge knowledge with enterprises, it can help enterprises better respond to market changes and promote continuous innovation and development. The close cooperation between schools and enterprises brings tremendous win-win opportunities for both sides. In this cooperative relationship, schools gain real market information and practical opportunities, while enterprises receive high-quality talents and technical support. This model lays a solid foundation for the continuous development of the marketing major.

3.3 Responding to the National "Dual Innovation" Strategy and Promoting Socio-Economic Development

With the advancement of the national "Dual Innovation" strategy, innovation and entrepreneurship have become one of the important engines of national economic development. Practical teaching provides strong support and momentum for this strategic goal. Through practical teaching, students have the opportunity to apply their theoretical knowledge to actual projects and experience the process of innovation and entrepreneurship firsthand. This not only helps them better cope with various challenges in their careers but also creates more economic value for enterprises. The cultivation of students' innovative spirit and practical abilities also means they can better support the development and competitiveness of enterprises, further promoting the prosperity of the socio-economy. Practical teaching cultivates more talents with innovation awareness and entrepreneurial capabilities, which is crucial for the national innovation-driven development strategy. These students accumulate rich experience in practice and master innovative methods and tools, becoming important forces in the future innovation field. They can participate in various innovative projects, promoting technological progress and industrial upgrading, providing solid talent support for the long-term development of the country [6].

4. Strategies for Constructing the Practical Teaching System for Marketing Majors under the "Dual Innovation" Context

4.1 Establishing a Joint Training Mechanism between Schools and Enterprises

Establishing a joint training mechanism between schools and enterprises is a positive measure that helps to integrate education with market demands, promoting the comprehensive development of students and the sustainable development of businesses. This mechanism maximizes the advantages of both schools and enterprises. Schools have abundant educational resources and can provide systematic theoretical knowledge and professional training, laying a solid theoretical foundation for students. Enterprises have rich practical experience and the latest market information, offering valuable practical opportunities and project cooperation for students. This collaboration enables students to combine classroom knowledge with practical application, better preparing them to face workplace challenges. The school-enterprise cooperation mechanism helps cultivate more competitive marketing talents.

Students gain exposure to real market environments through practical experiences, not only training their operational abilities but also developing problem-solving skills and team spirit. These are core competencies required in the modern marketing field, enabling students to better adapt to market needs and enhance their employability. The school-enterprise cooperation mechanism also helps meet the talent needs of enterprises. Businesses can more easily access graduates trained by schools with professional knowledge and practical experience, thereby improving the quality and level of their workforce. This is crucial for the development and competitiveness of businesses and drives progress in the entire industry.

4.2 Updating Teaching Content in Sync with Market Developments

Updating teaching content to keep pace with market developments is a crucial measure to ensure the timeliness and practicality of marketing major education, providing students with a better educational experience. The rapid changes in the marketing field mean that educational content must evolve. Teachers should actively keep abreast of the latest market trends, technological innovations, and changes in consumer behavior, incorporating this information into their teaching. This way, students can access the latest market practices, understand industry dynamics, and better adapt to market environment changes. Updating teaching content enhances the practicality of education. The knowledge and skills students learn during their studies should be directly applicable to their work. By introducing the latest market information and practical case studies into teaching, students will find it easier to understand and apply the concepts and tools they learn. This not only helps them better meet professional requirements but also enhances their competitiveness. Keeping teaching content updated in line with the market also helps cultivate students' market insight and innovative thinking. They will learn to analyze market trends, identify potential opportunities, and develop innovative marketing strategies. This is significant for their future careers and entrepreneurial opportunities.

4.3 Providing a Rich Array of Practical Platforms and Opportunities

Providing a rich array of practical platforms and opportunities is a necessary component of marketing major education, helping students gain practical experience and application skills during their learning process. Cooperation between schools and enterprises, research institutions, and other entities can offer diverse practical opportunities for students. For instance, establishing internships and project cooperation with businesses allows students to participate in real marketing activities. Collaborating with clubs to plan and execute various marketing activities hones students' organizational and execution abilities. Working with research institutions on market surveys and data analysis cultivates students' market insight and research skills. These practical opportunities enable students to apply their learned knowledge in real situations, enhancing their practical abilities and problem-solving skills. Schools can set up simulated market environments, experimental classes, and organize practical activities to offer more opportunities for students. Simulated market environments allow students to perform actual operations in relatively low-risk situations, testing their marketing strategies and decision-making abilities. Experimental classes enable students to participate in market research and experimental projects, accumulating practical experience. Organizing practical activities like sales competitions and marketing campaigns can develop students' teamwork and communication skills, as well as hone their marketing techniques. These practical opportunities not only contribute to students' personal growth but also offer fresh ideas and innovative marketing strategies for businesses, injecting new vitality into socio-economic development. Through the practical platforms provided by schools, students can better transform theoretical knowledge into practical operations, thoroughly preparing for their future careers.

4.4 Focusing on Cultivating Students' Innovation Capabilities and Encouraging Entrepreneurship

Schools should offer diverse innovation and entrepreneurship support to help students develop innovative thinking and entrepreneurial capabilities, contributing to socio-economic development and the innovation-driven development strategy. Schools should establish courses related to innovation and entrepreneurship to cultivate students' innovative thinking and entrepreneurial courage. Creativity thinking courses can help students break free from traditional thought patterns, encouraging them to find innovative ideas and solutions. Entrepreneurship management courses can provide students with basic knowledge and skills for entrepreneurship, assisting them in planning and managing their entrepreneurial projects. Entrepreneurship case study courses allow students to learn from successful and unsuccessful entrepreneurial experiences, enhancing their entrepreneurial wisdom. Schools can

offer comprehensive support and assistance, encouraging students with entrepreneurial intentions. This includes entrepreneurial guidance, inviting successful entrepreneurs or professional mentors to provide advice and suggestions. Financial support can be in the form of entrepreneurship funds or loans to help students launch their projects. Providing facilities like incubators or office spaces offers students suitable working environments. Encouraging student entrepreneurship cultivates their innovative abilities, decision-making skills, and entrepreneurial spirit, better preparing them to adapt to the competitive market environment. Entrepreneurship is not only a career choice but also a positive life attitude, inspiring students' creativity and potential, laying a solid foundation for their future careers.

5. Construction Plan for the Practical Teaching System of Marketing Majors under the "Dual Innovation" Context

5.1 Constructing School-Enterprise Cooperation Practice Bases to Provide Students with Practical Opportunities

Constructing school-enterprise cooperation practice bases helps students gain valuable practical opportunities in real market environments, enhancing their operational capabilities and professional competitiveness. Establishing long-term, stable partnerships with various enterprises is very important. This kind of relationship provides enduring mutual benefits for both schools and enterprises. Schools can acquire practical resources and real cases, offering students richer practical opportunities. Enterprises can utilize the intelligence and innovation of students to solve real business problems, promoting business development. These cooperation bases can become platforms for close interaction between schools and enterprises, fostering in-depth collaboration. In these school-enterprise practice bases, students can engage with real marketing scenarios, which are crucial for their career development. They can participate in market research, understanding consumer needs and market trends. They can be involved in product promotion, learning how to formulate marketing strategies and plans. They can also analyze consumer behavior to help enterprises better understand their target markets. Through these practical activities, students will be able to apply classroom knowledge to actual situations, enhancing their practical skills. School-enterprise cooperation practice bases encourage students to collaborate in teams and solve problems. They will face various challenges and business issues, needing to work together to find solutions. This not only cultivates their teamwork ability but also trains their analytical and problem-solving skills, which are essential in the field of marketing.

5.2 Encouraging Students to Participate in Actual Marketing Projects

Participating in actual marketing projects allows students to combine theoretical knowledge with practical application. By interacting with real clients and partners, students can understand every aspect of marketing, from market research and product planning to promotional execution, gaining in-depth industry knowledge. This practical experience is very important for students' future career development, as they can better handle challenges and problems in actual work. Participating in real projects develops students' communication, coordination, and execution abilities. In projects, students need to collaborate with different people, including clients, team members, partners, etc. This hones their communication and coordination skills, better adapting them to a team collaboration environment in their professional life. Furthermore, the execution phase of projects requires students to complete tasks as planned, cultivating their execution power and time management skills. Participating in actual marketing projects offers students valuable career experiences and opportunities for career development. Students who perform well in projects may attract the attention of potential employers and may have opportunities for internships or full-time jobs. Additionally, students can build valuable professional contacts and accumulate industry resources, which are very beneficial for their future career development. Through participation in actual projects, students can put their learned knowledge into practice, cultivating practical operational abilities and professional qualities, fully preparing for future employment and career development.

5.3 Providing Students with Diverse Practical Opportunities

Internships are a very valuable practical opportunity. Schools can establish internship cooperation relationships with businesses, allowing students to practice marketing skills in a real work environment. During internships, students can learn skills and knowledge needed for actual work, accumulating

valuable professional experience. Internships also help students build their professional networks, preparing them for future employment. Practical courses offer students more focused and practical opportunities. These courses are often organized by industry experts or teachers, covering various aspects of the marketing field, such as market research, advertising planning, brand management, etc. By participating in these courses, students can gain in-depth knowledge of the actual operation of marketing, enhancing their practical skills. Field trips and case analyses are also very effective forms of practice. By visiting different types of enterprises and markets, students can experience firsthand the diversity and challenges of marketing. Case analyses help students learn successful and unsuccessful marketing strategies, developing their analytical and decision-making abilities. Providing diverse practical opportunities helps students understand marketing from different perspectives, cultivating their comprehensive understanding and application abilities. Different practical opportunities can strengthen different skills and qualities in students, better adapting them to market needs.

5.4 Regularly Holding Marketing Competitions to Enhance Students' Practical Application Abilities

Regularly holding marketing competitions is an effective way to enhance students' practical application abilities. Cooperation with various enterprises, clubs, and professional institutions provides solid support for competitions, making the content more closely aligned with real market needs and trends. Various competition formats, such as creative advertising design contests, market planning competitions, sales skills competitions, etc., provide students with a stage to showcase their talents, challenging themselves in real market environments. In competitions, students not only can test and apply their theoretical knowledge learned in the classroom but can also deeply feel the actual operation and challenges of marketing. This real experience inspires students' innovative thinking and competitive consciousness, motivating them to be more diligent and enterprising. Moreover, competitions often require students to work closely with team members, not only training their teamwork abilities but also cultivating their leadership and organizational skills. Participating in competitions also provides students with opportunities to exchange ideas with other outstanding talents. They can interact with students from other schools and fields, gaining new insights and inspirations, broadening their knowledge boundaries and thinking horizons.

6. Conclusion

In the wave of "Dual Innovation," schools not only provide students with a broader platform for practice but also bring closer cooperation opportunities for businesses. In this context, educational institutions can fully leverage their professional strengths, actively interface with the business community, and continuously explore and innovate in teaching methods and content. Such cooperation and innovation not only enable students to better combine theoretical knowledge with practical application but also cultivate a group of marketing talents with high practical ability and innovative thinking. These talents will be future leaders in the field of marketing, making significant contributions to the development of society and the economy.

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