Research on the current situation and countermeasures of training of secondary vocational automobile marketing talents under the background of big data

Lanxin Que*, Zhaojie Cao

School of Education and Psychological Science, Sichuan University of Science & Engineering, Zigong, 643000, China
*Corresponding author: lanxin09092021@163.com

Abstract: The training of automobile marketing talents is an important task in the field of automobile specialty in secondary vocational schools. The existing research shows that the current training mode of automobile marketing talents in secondary vocational schools cannot keep pace with The Times. The reason is that the marketing course content is not reasonable, resulting in the application of big data in the new era is not scientific and insufficient, and fails to play its due important role. Combined with the existing research, the paper puts forward the countermeasures of training the secondary vocational automobile marketing talents under the background of big data from the aspects of cultivating the awareness of big data marketing, improving the training mode of automobile marketing talents, and enhancing the construction of teachers in big data marketing.

Keywords: Big Data, Automobile Marketing, Secondary Vocational School, Personnel Training

1. Introduction

Automobile industry is an important part of China's manufacturing industry. In this field, the training of automobile marketing talents is one of the very important directions in secondary vocational education. With the advent of the era of big data, the automobile marketing model is becoming more and more digital and intelligent, which requires secondary vocational schools to keep up with the pace of The Times and reposition what kind of automobile marketing talents should be cultivated in the era of big data. In order to deepen the understanding of the development direction of secondary vocational education in the new era, we have carried on the investigation and analysis of the current situation of secondary vocational automobile marketing talent training. From the perspective of the new requirements of marketing talents in the era of big data, the following countermeasures are proposed: First, focus on cultivating the awareness of big data marketing of secondary vocational students, so that students can understand the trend and future development direction of automobile marketing in the era of big data; The second is to improve the training mode of automobile marketing talents and explore new teaching methods and modes; Finally, we should strengthen the construction of teachers in big data marketing, introduce excellent teachers, and improve the professional ability and knowledge level of teachers. Only in this way can we better adapt to the requirements of the information age and train more automobile marketing talents for enterprises to adapt to the information age.

2. Research the status quo

Through research and analysis, the current research on the status quo and countermeasures of the training of secondary vocational automobile marketing talents under the background of big data mainly includes the introduction of big data talents, the deepening of school-enterprise cooperation, and the combination of network marketing and entity marketing.

Based on the research on the status quo and countermeasures of secondary vocational automobile marketing talent training under the background of big data, the research of Wei Donghui [1] and Feng Gang [2] has the following characteristics: First, the research method is single, and the use of investigation method, case analysis method and other methods is not much; Second, the study of

countermeasures is not comprehensive enough, ignoring the influence of enterprises, teachers and schools; Third, the research object is mainly students majoring in automotive in secondary vocational schools, and the research focuses too much on the understanding of students majoring in automotive, while ignoring the understanding of enterprises and teachers on the teaching of this course, and the objectivity is not strong. In addition, there are the following problems and deficiencies : First, the understanding and analysis of the current situation of the training of automotive marketing talents in secondary vocational schools under the background of big data is insufficient; Second, the application of big data in automobile marketing is too little, it is not easy to understand; The third is too much emphasis on the teaching of automobile marketing courses in schools, and not enough to understand the current needs of marketing talents in automobile enterprises; Fourthly, combined with the talent demand of automobile marketing market under the background of big data, the research on the current situation and countermeasures of secondary vocational automobile marketing talent training under the background of big data is still weak [1].

As for the research on the training status of secondary vocational automobile marketing talents under the background of big data, there are mainly reasons such as single analysis level. Under the background of big data, the essence of the research on the training status of secondary vocational automobile marketing talents is to study the marketing courses of automotive major in secondary vocational colleges. The analysis of relevant literature shows that the research on the training of secondary vocational automobile marketing talents generally has some problems, such as lack of keeping pace with The Times, not strong pertinent, and failing to meet the higher requirements of modern automobile enterprises for talents. Therefore, we can start from the current situation of employment in today's society, through the application of investigation method, the ability needs of marketing talents of modern automobile enterprises are studied and analyzed, so as to clarify how secondary vocational colleges should conduct targeted talent training.

Therefore, to understand and analyze the application status of big data technology in automobile marketing, combined with the characteristics of modern automobile enterprises' demand for marketing talents, and put forward improvement countermeasures for the training of secondary vocational automobile marketing talents under the background of big data, so as to promote the career development of automotive students in vocational schools.

3. The current problems in the training of automobile marketing talents in secondary vocational schools

3.1 The perspective of students

Most students are familiar with the basic process and ability of automobile offline marketing, but few students master the knowledge of network marketing and big data marketing ability. According to the analysis of statistical results, for students majoring in automotive, they cannot timely understand the current demand for talents from society and enterprises, are not clear about the application and importance of big data technology in the marketing industry in the information age, lack the awareness of taking the initiative to understand and learn big data marketing skills, and have little understanding of the knowledge and skills of automotive big data marketing. They do not realize the importance of big data marketing ability for their future career development. Therefore, students should be trained to pay attention to the current needs of the automobile industry in a timely and proactive manner, and more efforts should be made to cultivate students' awareness of learning big data automobile marketing, appropriately adjust their efforts, improve their social adaptability, increase their employment rate and enhance their social competitiveness.

3.2 The perspective of teachers

According to the interviews with teachers, secondary vocational schools are still short of teachers who master big data technology and cannot provide enough guarantee for students' learning. Among them, some teachers did not realize the significance of big data marketing to the career development of students majoring in automobile marketing under the background of information technology, and rarely popularized relevant knowledge to students. In addition, some teachers still have a traditional understanding of the training standards for automobile marketing talents, and fail to keep pace with The Times. In the information age with the rapid development of science and technology, the requirements for automobile marketing talents have long changed, and more innovative and composite talents need to

be cultivated. Therefore, schools need to strengthen the construction of teachers, scientific training of professional teachers, expand the breadth of teachers' knowledge, in addition to the introduction of industry guidance, invite enterprises and schools to participate in class quality evaluation, deepen cooperation between schools and enterprises, to provide students with sufficient learning guarantee.

4. The application of big data in automobile marketing

Big data refers to a collection of data that cannot be collected, managed and processed with conventional tools in a certain short period of time, and it is a massive amount of information that requires new processing methods to have stronger decision-making power, insight and process optimization capabilities [3].

The value of big data mainly includes the following aspects: Big data can collect and classify various data information according to people's preferences and needs, so that enterprises can use big data to accurately provide services to consumers and improve the operation efficiency of enterprises; Big data has also brought great convenience to people's lives, and it can effectively use traffic, mobile data and other relevant information according to people's needs. In the information age, many traditional enterprises can use big data technology to transform, avoid being eliminated by the era of rapid development of science and technology, and keep pace with The Times.

4.1 Collection of consumer data

To capture consumers, we must first collect enough consumer data to analyze consumers' preferences and needs, greatly improve the automobile enterprises' understanding of consumers and management efficiency, and deepen the connection between automobile enterprises and consumers. The consumer related data information to be collected by automobile enterprises refers to all the browsing traces of consumers using the platform or website, such as transaction information, browsing history, etc., which are of key value to enterprises [4]. Automobile enterprises can use big data technology to comprehensively collect these consumer information and data, and then create special data files for consumers. In addition, it is also necessary to pay attention to the problems raised by consumers on the enterprise platform or website. Most of these problems are general problems, that is, the same problems may be raised by other consumers. The automobile enterprise will collect and sort out these general problems and send them to the big data technicians of the enterprise to respond to the questions raised by users.

4.2 Excavate effective information in depth

After the data collection is completed, the consumer's data information and consumption behavior are integrated to paint a portrait of the consumer, and then the data is deeply mined to extract usable, real and effective information from a large number of data.

There are more and more data mining methods. For big data marketing, the main methods include clustering, classification, association rules, decision tree and collaborative filtering [5]. Among them, classification is the basis of other decision-making problems, which can be mainly used to analyze automobile sales data, establish a classification model to determine consumers' interests and preferences, and then classify these relevant data information to predict consumers' next purchase tendency. The most typical example of association rules is the story of beer and diapers, the principle of which is to find out the concurrent relationship to recommend marketing to consumers; Decision tree is a tree-like structure that classifies instances, which can be used to predict the next behavior of consumers. Clustering is classified according to the idea of "birds of a feather flock together and people are grouped together". Things of the same type have more similarities, and things of different types have greater differentiation. Clustering can be used to distinguish consumer groups, analyze consumer background, and predict consumer behavior and purchasing tendency [6].

4.3 Precision marketing

First, big data technology is used to create a consumer collection system, then the basic data information of consumers is collected, and the desired data is further classified and selected according to the requirements of enterprises. Finally, the deep mining technology is used to accurately push relevant information to consumers according to their needs and preferences, so as to improve the service quality

of automobile enterprises and enhance the experience and satisfaction of consumers [7].

5. Countermeasures and Suggestions for training secondary vocational automobile marketing talents under the background of big data

As for the countermeasures of training secondary vocational automobile marketing talents under the background of big data, we can start with the current situation of training secondary vocational automobile marketing talents and the learning consciousness and characteristics of secondary vocational automobile students, and put forward the following countermeasures according to the analysis of the results of questionnaire survey and interview survey.

5.1 Cultivate the marketing awareness of teachers and students in the context of big data

5.1.1 Cultivate big data awareness of teachers of marketing courses

Teachers of professional courses should cultivate their awareness of big data, take the initiative to learn big data marketing knowledge and application of big data marketing in automobiles, pay close attention to the information related to the automobile major and automobile marketing industry, realize the importance of big data marketing for students' career development under the background of the information age, and take the initiative to update and improve the relevant knowledge of big data automobile marketing.

5.1.2 Guide students to realize the importance of big data marketing

Schools and teachers should make more efforts to publicize and guide students to understand the importance of big data marketing. Schools can setup special big data marketing publicity boards in the campus environment and update them regularly. They can choose problems or cases related to the careers of secondary vocational automotive students to publicize, so as to strengthen students' sense of inclusion, let them understand the practicability and importance of big data marketing technology, and let them understand the role of big data marketing learning in promoting their future career development. In addition, the school can organize big data marketing related competitions or activities and encourage and guide students to actively participate in them, so that they have a strong interest in learning and improving big data marketing skills.

5.2 Improve the training mode of marketing talents based on ability demand

5.2.1 Update the curriculum objectives that meet the development requirements of the information age

For automobile marketing courses, schools should set course objectives according to the development requirements of the information age and the training goals of big data marketing talents. On the basis of understanding and analysis of relevant documents, for students majoring in automotive in secondary vocational schools, the main goal of this course should be to make students realize the importance of big data automotive marketing for their career development, and have sufficient sensitivity and observation of industry-related information.

5.2.2 Strengthen the construction of vocational skills training base

Practical training bases are a necessary and important condition for vocational schools to train vocational and technical personnel. With the growth of economy, the development of society and the continuous reform of curriculum, the practical training facilities and equipment of many vocational schools cannot be updated in time to meet the needs of vocational colleges for personnel training, thus affecting the progress of technical craftsman personnel training in the information age. Therefore, schools need to constantly update the practical training facilities and equipment to provide sufficient material guarantee for the school's personnel training and make preliminary preparations for the school's personnel training [8]. In order to successfully train big data marketing talents, the school should provide students with enough electronic equipment support and build a big data marketing training platform. The system should have built-in data models of multiple real stores and external data collection capabilities, so as to provide data support for students' big data marketing basic training and cultivate students' data analysis and application capabilities.

5.2.3 In-depth implementation of school-enterprise cooperation

School education always pays the most attention to the knowledge that students learn and master.

The contents taught in school are diverse, so it is inevitable that the needs of society will be ignored in the teaching process, which makes school teaching and modern society derailed, and students cannot combine and apply the knowledge they have learned with reality. In order to enable students to combine the book knowledge with the reality of life, it is necessary to improve the teaching method and cooperate with enterprises to conduct curriculum teaching [9].

School-enterprise cooperation is a characteristic and important way for the development of vocational education in China. Rapid and high-quality development of vocational education in the new era cannot be achieved without the cooperation of enterprises. Although the current national level attaches great importance to it, the school-enterprise cooperation in most schools is not deep enough. Therefore, in order to further promote the integration of production and education and deepen the cooperation between schools and enterprises, the automobile marketing talent training goals can be formulated according to the actual talent needs of automobile enterprises, and excellent industry personnel can be invited to participate in the teaching and quality evaluation mechanism of the course together with the school, so as to form a diversified teaching model and evaluation system, and conduct professional education and skill training for students. In this way, the school and students can also clarify the technical talents that the enterprise wants to train, and improve the personnel training mode accordingly.

5.3 Improve the big data marketing ability of teachers and students

5.3.1 Scientific training of professional teachers

Combined with the current employment situation and the demand for modern marketing talents in the context of big data, it is necessary for automotive marketing students to master big data marketing technology. Relevant research shows that there are relatively few automotive marketing teachers proficient in big data marketing technology, which cannot provide adequate guarantee for normal teaching [10]. Therefore, schools should pay attention to the scientific training of professional teachers. They can carryout teacher training courses, invite big data experts to school, carryout big data-related training courses for professional teachers, conduct continuing education for automotive marketing teachers, organize teachers to regularly learn and master big data marketing technology, expand the breadth of professional teachers' knowledge, and provide sufficient guarantee for school teaching.

Teachers are the guides and facilitators of students' learning. First of all, teachers should pay attention to the development trend of modern automobile marketing industry in real time, expand their own knowledge breadth, popularize and update the latest information of related majors and industries for students in time, and enrich students' knowledge. In the teaching process, starting with the working principle and operation characteristics of automobile big data marketing in the information age, teachers should closely link book knowledge, practical training and practical application, improve the traditional teaching mode of marketing courses, enhance students' learning ability, and improve students' core literacy and ability.

5.3.2 Introduction of big data talents

Invite big data experts from outside the school and Internet marketing experts from automobile companies to give lectures regularly to the school to provide more ways for students to learn. Compared with these experts, teachers of specialized courses in the school do not have the thorough and in-depth understanding of big data knowledge and industry information as professionals. Therefore, secondary vocational schools need to actively promote the implementation of relevant work and provide students with specialized course teachers in addition to basic classroom teaching.

6. Conclusions

Through the investigation and analysis of the training status quo of secondary vocational automobile marketing talents under the background of big data, aiming at the problems such as single teaching content, backward practical training equipment, and lack of awareness of big data marketing among students, the corresponding countermeasures are put forward from three aspects: creating a good teaching atmosphere for training marketing talents, reforming the teaching system in full combination with the requirements of students' career development, and improving students' ability of big data precision marketing. Through research, it is hoped that these measures can help secondary vocational schools better adapt to the development trend of the era of big data, reform the training mode and teaching method of automotive marketing professionals, improve the professional ability and

comprehensive quality of students majoring in automotive marketing in secondary vocational schools, and better adapt to the development trend of society and the industry. In this way, we can cultivate more composite and applied talents in the new era suitable for the professional field of automobile marketing and the needs of social development.

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