

Research on Ideological and Political Teaching Reform of E-commerce Specialty Marketing Course

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Abstract: *The ideological and political education of college students is an important part of all teaching tasks at present. For students majoring in e-commerce, it is also necessary to strengthen the learning of ideological and political teaching tasks while studying marketing courses. The ideological and political quality of college students is directly related to their future employment development and the correct formation of their own life values. As the core force of the future development of the motherland, college students have higher and higher requirements for political and ideological understanding. Especially nowadays with the continuous development of network technology, the major of e-commerce has become a popular major. In order to bring a better future to the e-commerce industry, it is particularly urgent to strengthen the content of ideological and political education of college students. This article is based on such an era background, to analyze the relevant strategies of ideological and political teaching reform in marketing courses.*

Keywords: *E-commerce, Marketing Course, Ideological and Political Teaching, Reform*

1. Introduction

General Secretary Xi Jinping emphasized and pointed out at the national conference on ideological and political education work in colleges and universities that it is necessary to make good use of the university classroom, a major channel, to strengthen the ideological and political quality education of college students. Because the ideological education of college students is directly related to the future and destiny of the country. In the daily theoretical education of ideological and political courses, it is necessary to continuously improve and perfect the existing education model and system, and enhance the affinity and pertinence of ideological and political education. Teachers should pay attention to the content of ideological and political education required by students' growth and development needs in the teaching process of professional courses. Integrating the content of subject education with the content of ideological and political education, truly implementing the basic educational goal of building morality and cultivating people, strengthening the reform of ideological and political education in marketing courses for college students, and improving the content and mode of education in e-commerce professional courses are helping It is one of the important ways for college students to establish correct life ideology and values.

2. The significance of the ideological and political teaching reform of the marketing course for e-commerce majors

With the development of the e-commerce industry in recent years, more and more live broadcasts have entered the public's field of vision, and more students will choose e-commerce as their future career development direction. Especially after the outbreak of the epidemic, more platforms have resumed work and production in the form of e-commerce, and online sales have driven the development of my country's economy and achieved the e-commerce industry. For example, the current live broadcast, e-commerce live broadcast, sports live broadcast, online education and other forms are becoming more and more popular, and more live broadcast platforms such as Douyin and Kuaishou have become an emerging media form, which is the current comprehensive development of e-commerce. direction.[1] However, with the continuous rise of the Internet and the continuous development of online live broadcast marketing, students majoring in e-commerce are also faced with various educational challenges and problems. Due to the relatively fast speed of Internet dissemination, students receiving various information may cause their own thoughts to be affected to a certain extent. Integrating ideological and political education into the teaching of professional courses in e-commerce is an important part of

promoting the reform of ideological and political education. By strengthening the integration of marketing courses and ideological and political education, more students can learn professional knowledge, understand the development background of the e-commerce industry and the recent development of the industry, and at the same time, they can also establish good life values and correctly identify the network. Some wrong ideas and values in adhering to the educational ideology of Lide Shuren, teachers guide each student to form correct life values and help students go further and further in the e-commerce industry in the future. This is the important educational value and significance of curriculum ideology and politics.

3. Analysis of the integration elements between marketing courses and ideological and political

There are many integration elements between the teaching content and ideology and politics of e-commerce professional marketing courses. In order to better promote the integration of ideological and political education courses, it is necessary to tap these basic educational elements. For example, the most basic socialist core values need to guide students to establish good social marketing, consumption concepts and service concepts, and form correct life values. In the marketing environment, we can import relevant cases about what people need, what we produce, etc., and analyze the ideological and political education content contained in these cases, so that more students can experience the current macro-industry development of e-commerce platforms. Linking corporate and social responsibility can cultivate students' good sense of social responsibility and establish correct life values. When explaining consumer behavior analysis, guide students to correctly use big data analysis, collect data analysis data, and let students have a clear understanding of the current overall consumption situation of consumers, which is also convenient for students to enter the job and do a good job basic skills training.

Organize students to analyze the market, understand the market and what responsibilities the society should undertake, and guide students to correctly handle and analyze the relationship between individual interests and collective interests. What kind of thinking should students maintain when interests conflict. In fact, these are some of the key points for the integration of marketing courses and current ideological and political education. It also requires every teacher to understand students' ideas and concepts in real teaching activities, and to understand the starting point of current ideological and political education. And the starting point, guide students to have good professional ethics and establish a correct professional ethics.[2]

4. Strategies for ideological and political teaching reform in e-commerce specialty marketing courses

4.1. Clarify the ideas of teaching reform

In the teaching of marketing courses, teachers should organically combine the resources of ideological and political education. In the knowledge points of the marketing course, elements such as the socialist core values and the professional ethics required by the e-commerce profession should be appropriately adapted. Combined with themes such as corporate social responsibility, "One Belt, One Road" cross-border e-commerce development, "targeted poverty alleviation, rural revitalization", etc., guide students to establish socialist core values, patriotism and integrity, and improve students' comprehensive moral level. To cultivate high-quality compound application talents for the society.

Marketing courses always focus on developing students' vocational skills and vocational skills. The reform of ideological and political teaching will carry out in-depth project teaching and case teaching, and combine with the practice of "mass entrepreneurship and innovation" and "Red Brigade" projects, with "cross-border e-commerce", "agricultural e-commerce" and "industrial e-commerce" as the key point is to strengthen the innovation consciousness, practical ability and team spirit of college students, making them gradually become the vocational skills of Chinese national rejuvenation. At the same time, take the course as the carrier to excavate the basic knowledge of marketing, with "ideological and political" as the core, in the course, in addition to introducing the basic concepts of marketing, business models, the latest technical means and other aspects of knowledge, and apply it to Social service cases in the Internet industry, promoting the main theme and making a Chinese voice.

4.2. Building a collaborative education model of "knowledge-value" integration

"Marketing" involves a wide range of disciplines, and the content is closely related to politics,

economy, society, technology and other fields. The "Marketing" course not only provides knowledge and valuable education, but also makes full use of its main channel. According to the teaching content of each chapter, actively excavate the ideological and political elements contained in each knowledge point, and construct a teaching mode of "knowledge transfer - value guidance". For example, the relevant teaching content of "Internet Marketing" involves new media, network promotion and other knowledge. Because of the role of the Internet, it is very difficult to spread the speed, depth and breadth of information.[3]

In the teaching session, teachers can focus on current hot topics, such as Wei Ya's live broadcast, introducing the latest technologies, methods and applications of online marketing, as well as the policy of "e-commerce poverty alleviation", so that students have a patriotic feeling. Based on this, we will give a brief introduction to Weiya's entrepreneurial process, so that students can learn about the country's policies on innovation and entrepreneurship from their entrepreneurial experience, so as to guide them to use the knowledge and skills of modern technology to adapt to the country. policy requirements, and become the college students in the new era that the society needs. In addition, teachers can also analyze legal issues such as consumer infringement that may occur in live broadcasts through the analysis of the "overturning" incident of the anchor, popularize the legal knowledge of online marketing to students, and guide students to be bound by laws and regulations Protect your own rights and interests by your own words and deeds.

4.3. Integrate teaching content and innovate educational means

Before the teaching reform, the marketing major had set up two courses: "Introduction to E-commerce" and "Comprehensive experiment of E-commerce". Introduction to E-commerce focuses on theoretical knowledge, while Comprehensive Experiment of E-commerce focuses on the training of e-commerce process. In practice, students are not enthusiastic about theory class learning, most students are a negative learning state, learning efficiency is relatively low. And some students in excellent classes showed a strong enthusiasm, leading to a bigger and bigger gap between students. In order to stimulate students' learning enthusiasm, the two courses are combined together to form e-commerce. In view of the particularity of marketing, this paper focuses on online trading, online sales and other aspects of the content arrangement, combining the business website construction with EDI e-commerce, to enrich students' vision.

In the combination of ideological and political teaching and professional teaching, the project teaching method of direct network operation can be considered to conduct teaching activities with work tasks as the core. The Internet is an important platform for e-commerce, so the main teaching activities should be conducted on the Internet. Electronic vouchers, online banking, commercial information release and inquiry, online store construction, network marketing, electronic transactions and other modules are arranged for students to directly conduct practical operation online. Direct operation through the network can effectively improve students' perceptual understanding and practical ability of e-commerce. Virtual e-commerce through the Internet for intuitive teaching, can be run in a completely realistic environment, but can not be used as a manufacturer to conduct a series of management and operation. Therefore, in the actual teaching, there should be a relatively perfect simulation system, so that students personally experience the manufacturers, consumers, banks, certification center and other links of the operation. The school considers the introduction of e-commerce experiment platform, finds a professional e-commerce teaching software based on e-commerce, and divides all aspects covered by the e-commerce entry into network marketing. Such as the common CA certification, electronic contracts, logistics management, electronic transactions, etc. The biggest advantage of this software is that students can act as customers, and can engage in the front desk of e-commerce, and can act as salesmen in the background of e-commerce. In the arrangement of teaching tasks, students can gradually change from a single and modular work to flexibly use a variety of modules to achieve comprehensive homework. By simulating the e-commerce operation, the professional and technical level of college students can be improved, and the confidence of students in entering the job after graduation from the university can be enhanced.

4.4. Optimize the teaching links and improve the teaching quality

Combined with the actual teaching needs, several typical marketing cases are sorted out, and the teaching courseware is optimized. In practice, typical marketing cases such as targeted poverty alleviation, state prohibition on luxury packaging, second-hand car advertising, and poverty alleviation through e-commerce are collected to help students correctly grasp national development opportunities

and formulate corporate strategies. In corporate social marketing, help students understand how to establish a correct view of interests, values, social marketing and green marketing.[4] On the premise of abiding by laws and regulations, we will return to the society through sponsorship, poverty alleviation, tax payment and other ways, and establish a good image of the company's long-term development.

Curriculum education courses reform to make full use of the power of the group, in the department, teaching and research section, curriculum within the discussion for many times, for some knowledge and ideas for repeated deliberation and discussion, fully prepared for the teaching case, and invited the ideological courses teachers are discussed, for we master the direction of the course ideological reform, to ensure the correctness of the curriculum education. At the same time, in the teaching to be well-based, convincing, so that students can correctly accept the concept of ideological and political affairs, so as to achieve the purpose of moral education. By introducing the course ideological education into professional teaching activities, let every student improve ideological understanding of ideological learning, and subtly help students to form the correct life values, in the later marketing work can also handle the work to difficult problem in the right way, correctly distinguish the temptation.

5. Conclusion

To sum up, while the teaching work of e-commerce professional marketing courses is closely integrated with the reform of ideological and political education, teachers should actively explore the integration point between professional education and ideological and political education, and innovate existing education model. Teachers can introduce course analysis through real-time hotspots, and guide students to form good life values, so that students can enrich their professional knowledge while improving their professional skills, and gradually grow into high-quality patriotic, dedicated, honest and friendly. Comprehensive talents.

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