

Exploration on the Allocation of Teaching Resources for Marketing Majors Based on the New Liberal Arts Perspective

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Abstract: *The development concept of the new liberal arts pointed out the direction and provided follow for the development of higher education in China. Under the background of the new liberal arts, the development trend of interdisciplinary integration has become increasingly clear. The reshaping of student knowledge and abilities and the improvement of teachers' teaching ability require the full integration of interdisciplinary concepts in the allocation of teaching resources for marketing majors. This article adopts qualitative research methods and rationally allocates teaching resources based on the development background of the new liberal arts. It proposes that the marketing major of colleges and universities needs to break the barriers of disciplines and majors and reasonably broaden the professional caliber. The main measures include: constructing and perfecting talents suitable for the construction of new liberal arts methods and measures such as training models and plans, constructing a curriculum system suitable for the construction of new liberal arts, exploring teaching methods and means suitable for the construction of new liberal arts, improving teaching effects, building up a team of double-qualified teachers suitable for the construction of new liberal arts, and perfecting the practical teaching system.*

Keywords: *new liberal arts, marketing professional talent training, teaching resource*

1. Introduction

Since the Ministry of Education decided to implement the "Six Excellences and One Top" plan 2.0 in October 2018, China's new liberal arts construction began to surface and gradually gained wide recognition. The construction of the new liberal arts is based on the new needs of the new era, leading the new development of humanities and social sciences, and serving the realization of the goal of "human modernization" in the construction of a socialist modern country[1]. The key to the construction of a new liberal arts is to do well in the four "news", to build new majors or new directions, to establish new theories, to build new courses, and to explore new models[2]. Under the background of the new liberal arts, colleges and universities are required to reorganize the different courses of the disciplines on the basis of traditional liberal arts to provide students with interdisciplinary comprehensive learning to achieve the purpose of expanding knowledge, cultivating innovative thinking, and improving comprehensive literacy. The proposal of the new liberal arts concept poses new challenges to the development of the marketing profession. With the increasingly fierce competition between the modern market and enterprises, the demand for marketing talents in the employment field is no longer satisfied with their mastering of traditional marketing concepts and skills. It is required that modern marketers can quickly integrate into their existing work relying on the actual situation of the industry and the existing online and offline marketing development. This requires students majoring in marketing not only to master the basic theories of the major, but also to master the relevant knowledge of different industries and positions, such as new media marketing, data marketing, financial marketing, automobile marketing, real estate marketing, etc., and also to be familiar with and relying on the various marketing models derived from network marketing integrate marketing knowledge with industries and positions, as well as theory and practice, to help students quickly adapt to future professional jobs.

In response to the market's demand for marketing professionals, marketing professionals need to constantly adjust their training objectives and training models. Specifically, it is based on the cultivation of applied marketing professionals as the training concept, supported by discipline

construction, based on the construction of a diversified and high-quality faculty, and is guaranteed by the establishment of a cooperative training mechanism between the school and related industries and fields. Deepen reform as the driving force, relying on the advantages of the coordinated development of economics, management, liberal arts, and sciences, build a series of comprehensive, intersecting and contemporary courses, transform the interdisciplinary advantages into the advantages of professional talent training, and cultivate new Interdisciplinary comprehensive high-quality talents under the background of liberal arts meet the needs of the society for new-type talents in marketing.

2. Construct and improve the talent training model and plan suitable for the construction of new liberal arts

Marketing majors should build a talent training model of "one training, two stages and three teaching modules" and a teaching reform idea of "transformation, adjustment, and reinforcement" in the process of developing around characteristics to improve the design of the training program. Among them, "one training, two stages and three teaching modules" is to train students' self-development ability, divide teaching into basic course teaching stage and professional ability training stage, and finally position the teaching module for cultivating research-oriented, applied-oriented and entrepreneurial talents. One training refers to the purposeful and planned training of students' self-development ability. Two-stage refers to dividing the course into a basic course teaching stage and a professional ability training stage[3]. The on-campus study of marketing majors is cultivated in two stages. Specifically, the general education courses and professional basic courses are taken in the first stage of the university (two semesters of the freshman year) to consolidate students' economic management and marketing basic knowledge and theory; in the second stage (the three academic years of sophomore, junior and senior year), according to market demand and students' self-career orientation, professional competence courses will be offered, and vocational skills training and vocational competence training will be carried out (note: entrepreneurship) the training of type talents starts from the 3rd semester, and the general marketing major starts from the 5th semester). The three teaching modules respectively refer to the training of three modules that are positioned as research talents, applied talents and entrepreneurial talents. According to market demand and students' self-development positioning, different training modules are formed in accordance with the training requirements of the three types of talents of "research, application, and entrepreneurial". Among them, "first change" refers to the shift from focusing on imparting theoretical knowledge to focusing on improving students' comprehensive ability, aiming to improve students' application ability; "post-adjustment" refers to adjusting curriculum settings and teaching content; "reinforcement" refers to strengthening tutor system, strengthen practical teaching, strengthen students' self-development ability.

3. Construct a curriculum system suitable for the construction of new liberal arts

In the context of the development of the new liberal arts, the training of marketing professionals should continuously strengthen the research on the development trends and talent needs of related industries and fields, and timely understand the requirements of marketing professionals in different fields of marketing jobs on the knowledge structure and employability of marketing professionals. Try to optimize the talent training program from the perspective of market demand, focusing on the requirements of cultivating practical talents with practical ability and entrepreneurial talents with innovation and entrepreneurship capabilities to refine the quality characteristics and ability structure of marketing professionals. The training plan should reflect the characteristics of application, strengthen the cultivation of practical ability, and increase the proportion of concentrated practice. When arranging concentrated practice teaching and professional practice, attention should be paid to the combination of in-class and extra-curricular, fully embodying "learning first-second Practice-re-learning-re-practice" training process. In terms of curriculum, the training method of "two course platform + three professional competence modules" is preliminarily finalized to build a curriculum system for cultivating applied and innovative marketing professionals[4].

The first platform in the "two course platform" is the public general education course platform, which is composed of ideological and political education courses, language courses, mathematics courses, physical education courses, elective courses, etc. The purpose is to expand students' knowledge and enhance students' comprehensive literacy, cultivate the spirit of love and dedication of college students, and promote their all-round development. The second platform is a professional basic

course, which is designed to cultivate students' literacy and ability in economics and management. The purpose is to provide students with marketing-related knowledge and abilities, so that students can meet the needs of applied marketing talents. "Three professional competence modules" is a professional competence course, which is based on application-oriented training goals, with sustainability and practicality as the curriculum orientation, and offers courses with professional competence characteristics and employment expertise. In order to expose students to the latest professional issues and cutting-edge developments in the marketing field, improve their ability to analyze and solve problems, and cultivate students' innovative thinking, communication skills and teamwork skills, many careers should be opened around the industry or marketing field. Position-related (mainly marketing department, sales department and customer service department) specialized marketing courses, the class uses a combination of lectures and group discussions, and invites entrepreneurs, marketing professionals, etc. to give reports.

4. Explore teaching methods and means suitable for the construction of new liberal arts and improve teaching effects

According to the marketing talent training plan, professional teachers are encouraged to participate in the construction of undergraduate teaching quality projects at different levels at the national, provincial, and school levels. Guided by the construction of first-class majors and first-class disciplines, continue to strengthen the brand majors and national boutiques. The construction of quality projects such as courses, provincial-level high-quality courses, teaching reform topics, educational science planning topics, etc., consolidate the foundation of talent cultivation and lay a solid foundation for the cultivation of professional talents. In the specific teaching implementation process, we should break through the traditional teaching model centered on knowledge transfer, actively guide students to become the masters of classroom teaching, explore the teaching model focusing on ability training, strengthen the motivation and management of the entire learning process, and improve students the enthusiasm of participation, and through various teaching methods such as "marketing case activation, classroom teacher-student interaction, the use of personalized teaching, and perfect network teaching" to effectively improve the teaching effect. Explore "marketing case activation" to create a teaching context to stimulate students' interest in learning. Use "teacher-student interaction in the classroom" to improve students' motivation for learning, cultivate students' teamwork spirit, and exercise students' language expression skills[5]. Through "individualized teaching", teachers need to get rid of traditional methods, student-centered, result-oriented, improve students' sense of acquisition, adopt heuristic and guiding teaching methods, and adopt "scene exploration teaching method" in the teaching process. "Marketing case analysis teaching method", "game interactive teaching method", "project-driven teaching method" and so on. Enriching "perfect network teaching" extends the time and space of classroom teaching, cultivates students' self-learning ability, stimulates students' enthusiasm and initiative in professional course learning, expands teaching time and space, increases the amount of teaching information, promotes the timeliness of teaching management, and realizes the network sharing of teaching resources, on the basis of traditional teaching methods, introduces modern information technology to create a systematic networked teaching information platform.

5. Build a double-qualified faculty team suitable for the construction of new liberal arts, and improve the practical teaching system

In the context of the new liberal arts, it emphasizes the reorganization of the different courses of the disciplines on the basis of the traditional liberal arts to provide students with comprehensive interdisciplinary learning. The marketing major should use the professional curriculum group construction as a platform to build a high level professional teaching team. The construction of the teaching staff is the core force of professional construction. Through the school-enterprise cooperation, the in-depth production-education integration teaching model, and the "bring in and go out" method, we will promote the construction of a double-qualified teacher team for marketing majors, so that the professional the faculty presents an echelon of compound talents[6]. At the same time, schools should encourage full-time teachers to recharge themselves, learn cutting-edge knowledge and practices in the field of marketing, improve professional standards, and enhance business capabilities; schools should also issue relevant policies to help teachers participate in professional training and corporate practice.

Talents trained in marketing majors should have strong practical capabilities. Therefore, in the context of new liberal arts construction, more attention should be paid to practical teaching links, and

the construction of off-campus practice bases for marketing majors should be actively carried out. The school relies on local enterprises to jointly establish marketing the practice base enables schools, teachers, and students to establish a wide range of connections with society and enterprises, and improves students' practical ability, innovation ability and problem-solving ability. In addition, according to the curriculum set up by the talent training plan, professional teachers are regularly selected to lead the team, and students are organized to go to various practice bases for internships, effectively improving students' practical ability. And through organizing students to actively participate in various extracurricular scientific and technological innovation activities and various competitions, such as China International "Internet +" College Student Innovation and Entrepreneurship Competition, National College Student Challenge Cup Competition, Marketing Decision Simulation Competition, National Brand Planning Competition, National Market Research and Analysis Competitions and other competitions, through these activities, cultivate students' teamwork ability and enhance students' innovative and practical ability.

6. Conclusion

With the continuous advancement of the national "new liberal arts" construction strategy, how to scientifically and rationally allocate college teaching resources has become an important issue for the construction and development of colleges and universities. In the context of the construction of the "new liberal arts", all colleges and universities must reform and explore the allocation of teaching resources based on the characteristics of the construction of marketing majors, so that the important supporting role of the marketing specialty teaching team in the implementation of the school's "new liberal arts" strategy can be achieved, giving full play to it is also of great significance for cultivating talents with practical ability and meeting social needs.

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