

Teaching Research on Marketing Specialty Based on the Integrated Development Mode of New Liberal Arts Construction and Innovation and Entrepreneurship Education

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Abstract: *The construction of new liberal arts and innovation and entrepreneurship education is not a single education and teaching activity, nor is it an isolated education model, but the ardent expectation of the times for the cultivation of higher education talents. The common direction of the integration and development of new liberal arts construction and innovation and entrepreneurship education is to break through the original ideas and ideas, have certain creative requirements, and are the link to participate in social activities to obtain benefits. Under the current circumstances, the integration and development of new liberal arts construction and innovation and entrepreneurship education has been recognized by universities, but with the passage of time and development, compared with past teaching research, there are many in-depth marketing professional teaching in China's marketing majors shortcomings. This article analyzes the shortcomings of the marketing major in the new liberal arts construction and innovation and entrepreneurship education integration development model, and on this basis, proposes solutions.*

Keywords: *new liberal arts, innovation and entrepreneurship education, online course resource*

1. Introduction

Traditional liberal arts tend to be "academic for the sake of academics" in subject research, and have less interaction with social and economic development. The core of the new liberal arts lies in innovation and development. It is not to deny the traditional liberal arts, but to adhere to the principle of "conservation and innovation", that is, to expand the instrumental nature of the liberal arts on the basis of adhering to the humanities, and to empower the liberal arts through the social demand-oriented and practical orientation of talent cultivation new vitality[1]. The marketing major is an applied and practical major. The research on the development model of the integration of new liberal arts construction and innovation and entrepreneurship education directly affects the improvement of students' cognition of professional knowledge and practical skills. By analyzing the basics of talent training in universities characteristics, given that the development model of the integration of new liberal arts construction and innovation and entrepreneurship education is an important guarantee to ensure the improvement of practical ability, and explore the marketing professional teaching model from three aspects, and build a new integration of new liberal arts construction and innovation and entrepreneurship education the development model provides a new academic concept.

2. The importance of the integrated development model of new liberal arts construction and innovation and entrepreneurship education to the practical teaching of marketing

The continuous enrollment of colleges and universities has increased the number of college students, but the employment problem has become increasingly prominent, which puts forward new requirements for college student management staff, which puts forward new requirements for the comprehensive ability of college students[2]. Judging from the current situation, most college students have problems such as poor innovation ability, insufficient innovation at the end, and weak practical entrepreneurial ability. The current economic development situation is transitioning from the old economic development to the new economic development. Under this circumstance, colleges and

universities should continuously raise the awareness and attention of college students to innovation and innovation, and establish the educational concept of innovation and entrepreneurship, and take this into consideration. The cultivation of this spirit of innovation and entrepreneurship is included in one of the basic frameworks for the cultivation of talents in universities. At the same time, the cultivation of the ability of college students should also be included. Form a theoretical and practical framework of innovation and entrepreneurship education that adapts to local innovation drives and promotes the actual development of people, so that more universities will become knowledgeable workers with innovative spirit, knowledge-oriented entrepreneurs, and realize themselves through innovation and entrepreneurship activities fully developed person. Higher education must shoulder its historical responsibilities, and improve the ability of college students to innovate and start their own businesses through the development of innovation and entrepreneurship education for college students.

Under the integrated development model of new liberal arts construction and innovation and entrepreneurship education, the teaching of marketing majors is carried out. The main content includes cultivating the innovation and entrepreneurial ability and quality of college students; the main method adopted is to build a teaching system for innovative and entrepreneurial talents, formulate teaching plans for innovation and entrepreneurship teaching, establish teaching methods for innovation and entrepreneurship teaching, and improve talent training programs for college students[3]. In the context of the rapid development of the Internet, the demand for marketing professionals is constantly increasing. Many colleges and universities have established a school-enterprise cooperation mechanism to enhance the ability of college students in innovation and entrepreneurship, so as to meet the needs of enterprises for the employment of college students. The ever-increasing social competition and the faster and faster development of the market economy have put forward new requirements for colleges and universities. The integration and development of the construction of new liberal arts and innovation and entrepreneurship education is an inevitable product of the development of the social and economic development system to a certain extent. Government agencies and teaching and education systems are strongly supported, deeply supported by the government and teaching systems, and the construction of new liberal arts and innovation and entrepreneurship education are integrated and developed. It plays a pivotal role in the practical teaching of marketing.

3. Problems in the teaching of marketing under the integrated development model of new liberal arts construction and innovation and entrepreneurship education

3.1 The teaching reform is not deep enough and lacks depth

At present, the national government and many colleges and universities attach great importance to the construction of new liberal arts and the innovation and entrepreneurship education of college students[4]. However, although many colleges and universities attach importance to the teaching reform plan under the integrated development model of new liberal arts construction and innovation and entrepreneurship education, they are still in the initial stage of development. Immature educational concepts and imperfect education and teaching systems restrict the improvement of students' innovation and entrepreneurship capabilities to a certain extent, and are extremely unfavorable to the development of education and teaching work. The corresponding innovation and entrepreneurship courses have not been updated in time. With the rapid development of Internet technology in recent years, the teaching reform of colleges and universities should make corresponding adjustments in accordance with the needs of the market, but the teaching reform takes a long time, which reflects a certain degree of hysteresis. The reform is not deep enough, making the teaching reform not deep enough. However, the in-depth teaching reform under the integrated development model of new liberal arts construction and innovation and entrepreneurship education is a more prominent problem.

3.2 Teachers lack practical teaching ability and innovation and entrepreneurship education ability

Under the new liberal arts construction and innovation and entrepreneurship education integration development model, higher requirements are put forward for the teaching of marketing. Teachers play a pivotal role in college teaching. Teachers are improving students' knowledge and culture by imparting knowledge to students level[5]. Under the new liberal arts construction and innovation and entrepreneurship education integration development model, college teachers, especially marketing teachers, must have a certain degree of computer operation ability on the basis of basic Internet knowledge. These abilities are to a certain extent for students it is helpful to improve the ability of innovation and entrepreneurship. But in fact, college teachers have certain problems in their

understanding and acceptance of innovation and entrepreneurship concepts. These problems have seriously affected the improvement of the teaching quality of marketing majors under the requirements of the integration of new liberal arts construction and innovation and entrepreneurship education.

3.3 The practical teaching link cannot keep up with the requirements of the integrated development model

At present, most of the teaching content of marketing teachers in colleges and universities is concentrated on basic theoretical knowledge. This teaching method makes the theoretical part of the marketing teaching process a larger proportion, and the practical teaching link is ignored. On the contrary, this kind of practice the teaching link has a great impact on the future employment of college students. Not only that, in traditional marketing courses, college teachers teach students the basic knowledge of marketing, and the knowledge is rarely updated, making the entire teaching process relatively rigid and boring. Students just stay in the textbook knowledge. At the same time, there is almost no thinking about the knowledge of business management. Therefore, under the marketing teaching system without deepening reforms, teachers are required to have rich practical experience, high teaching level and strong expression ability to convey various marketing knowledge and ideas to students. In this case, students in order to have an in-depth understanding of marketing knowledge. The marketing major itself is a highly professional major, and graduates of this major are required to have the ability to flexibly apply the theoretical knowledge they have learned. However, in actual teaching, colleges and universities themselves cannot provide enough practical opportunities for students. In addition, the management level of college teachers is far lower than that of staff with time experience, and the theoretical knowledge of professors is relatively lagging. In the changing social environment with the development of the times, it will be difficult for graduates to successfully find employment and start a business.

4. Countermeasures for teaching development of marketing under the mode of integration of new liberal arts construction and innovation and entrepreneurship education

4.1 Deepen the teaching reform under the integrated development model of new liberal arts construction and innovation and entrepreneurship education

The marketing major teaching of colleges and universities is based on improving the marketing ability of undergraduates. Under the requirements of this teaching philosophy, various colleges and universities have implemented curriculum plans around the core of marketing theory in the curriculum setting, and simultaneously taught the "Western Economics" Courses such as "Science", "Consumer Behavior", "Principles of Advertising", "Sales Skills" and so on. The teaching reform of marketing majors in colleges and universities based on the integration of new liberal arts construction and innovation and entrepreneurship education development mode should focus more on the direct training of students' abilities instead of rigid analysis of theoretical knowledge in the teaching of traditional theoretical knowledge. The teaching reform of marketing majors in colleges and universities should aim at cultivating students' comprehensive ability and the fundamental task of teaching, and deepen the teaching reform in accordance with the actual business management environment of the enterprise. In the process of teaching reform, the teaching based on entrepreneurship should be fully reflected. This premise should be fully considered when formulating teaching plans and teaching goals. The traditional teaching content should be modified according to the new liberal arts construction goals and the requirements of innovation and entrepreneurship for students, abandon traditional textbooks, choose more applicable textbooks, and better integrate theory with practice.

Under the fusion development model of new liberal arts construction and innovation and entrepreneurship education, universities are not only required to implement reforms, but also to update their concepts of teaching reform. With the deepening of new liberal arts construction and innovative and entrepreneurial concepts, teaching reforms can be further deepened[6]. Then solve the problem that the teaching reform is not deep enough under the integrated development model of new liberal arts construction and innovation and entrepreneurship education. Marketing majors in colleges and universities can construct a reasonable and effective education and teaching system. The cultivation of innovation and entrepreneurship ability is one of the primary tasks of applied undergraduate colleges and universities. The establishment of an efficient and reasonable innovation and entrepreneurship education and teaching system is an important guarantee for improving the level of marketing in colleges and universities. Therefore, each college should combine the characteristics of the college's

own marketing profession and fully the new liberal arts construction and the concept of innovation and entrepreneurship education are integrated into the marketing teaching system so that marketing expertise can play the greatest role in teaching and education.

4.2 Improve teachers' practical teaching ability and innovation and entrepreneurship education ability

The traditional education model only requires teachers to have relevant professional knowledge. The development model of the integration of new liberal arts construction and innovation and entrepreneurship education is different from the traditional education model. It also requires college teachers to have strong psychological qualities and a strong sense of innovation, as well as richer enterprises management experience. The current situation in colleges and universities is that most of the teachers participating in innovation and entrepreneurship education are professional course teachers and college administrators. Compared with the staff of enterprises, they lack certain management experience. In this case, students have little interest in learning method to achieve the requirements and objectives of innovation and entrepreneurship teaching. Schools should establish a platform to encourage college teachers to go deep into small and medium-sized enterprises for internships, learning, and exercise to enhance the innovation and entrepreneurship capabilities of the entire team of teachers. At the same time, college marketing teachers are also required to pay attention to actively participating in innovation and entrepreneurship practice activities, and use their own practical ability and experience to apply them to marketing teaching. The construction of the teaching staff and the quality of the teaching staff are related to the cultivation of students' innovation and entrepreneurship capabilities. The "dual-professional" faculty with both theory and practical training enhances the innovation and entrepreneurial ability and level of the faculty. Teachers' practical teaching ability and innovation and entrepreneurship education ability are directly related to the cultivation and improvement of college students' innovation and entrepreneurship ability. Therefore, it is recommended that college teachers improve their practical teaching ability and accumulate practical experience in order to impart relevant knowledge and experience to students.

4.3 Adjust the marketing curriculum setting under the integrated development model

The ultimate goal of marketing professional construction is to cultivate qualified marketing talents that meet the needs of society, and talent training also plays a huge role in promoting professional construction. In order to improve the quality of talent training, the courses set by colleges and universities should fully reflect the characteristics of the workplace and use skills develop on the basis of requirements. Under the concept of integrated development model, innovate teaching methods and means, increase support for innovation and entrepreneurship projects, and optimize collaborative innovation and cooperation mechanisms. The new liberal arts construction and innovation and entrepreneurship education integration development model has changed the traditional teaching mode, and realized creative teaching, interactive teaching, and open teaching. The performance evaluation method has been reformed, the space for individualized development of students has been improved, the innovative spirit of students has been cultivated, an interactive and collaborative learning atmosphere has been created, and autonomous learning and in-depth learning have been promoted.

The traditional internship method of college students is restricted by time and place. This traditional internship method cannot meet the new requirements for college students under the integrated development model. Under the brand-new integrated development model, students are required to have new changes in their internships, changing the traditional characteristics of time and place restrictions. This requires college teachers to lead students to actively participate in internships in the teaching process, especially in the teaching process, combine theory with practice, and make major adjustments in the marketing curriculum, from four-year theoretical teaching to three-year training. Theoretical teaching plus one year of practical teaching is the "3+1" mode, or two years of theoretical teaching plus two years of practical teaching, which is the "2+2" mode. The changes in marketing curriculum settings have changed the traditional theory of supremacy the curriculum arrangement allows students to truly go out and better apply the book knowledge they have learned to practice. Colleges and universities can also organize lectures by marketing professionals to provide students with as many opportunities as possible to get in touch with innovation and entrepreneurship. Enterprises lack college students with strong professional knowledge. Under the integrated development model, the new curriculum will make college students more competitive, and to a certain extent, they can greatly improve the employment rate and quality of employment.

5. Conclusion

At the historical node of the transformation of old and new teaching models, new requirements have been put forward for colleges and universities, requiring them to increase their understanding of the construction of new liberal arts and innovation and entrepreneurship education, and on this basis, establish an education and teaching concept of integrated development, to train college students majoring in marketing into senior intellectuals with innovative and entrepreneurial spirit, knowledge-based workers, and new-type talents with innovative and entrepreneurial capabilities.

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