

# Study on the Upgrade of University Marketing Talent Training System in the Digital Economy

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**Abstract:** *With the rapid development of the digital economy, traditional marketing strategies can no longer meet the demands of modern business. This transformation not only presents new challenges but also brings unprecedented opportunities to the field of marketing. Higher education institutions, as crucial bastions for nurturing future marketing talents, are under pressure to keep pace with the times. It is essential to carefully analyze and evaluate the existing educational models, curriculum content, and teaching methods to ensure they align with the requirements of the digital age. This article aims to delve into how universities can better adapt their marketing talent training systems in the context of the digital economy. We will investigate how modern digital tools and technologies can be integrated into marketing education and how universities can offer students a more practical and innovative learning experience. Through this article, we hope to provide universities with targeted and practical solutions for improving marketing education, ensuring that graduates can quickly adapt and excel in the digital economy.*

**Keywords:** *Digital Economy; Universities; Marketing Talent; Training System*

## 1. Introduction

In recent years, with the rapid development of the digital economy, the field of marketing is undergoing unprecedented changes. The explosive growth of digital technology and the proliferation of the internet have revolutionized marketing methods. In this era of digital economy, marketing professionals need to possess a new set of skills and knowledge, mastering big data analysis, artificial intelligence, and other related abilities. They also need innovative thinking and interdisciplinary collaboration capabilities to adapt to the new market environment and demands.

Previous studies have provided rich theoretical and practical experience for training university marketing talents. Among them, Zhao Xiaojun[1] focused on the innovative training model for marketing talents, proposing a market-demand-oriented and practice-centered training method, offering a new perspective for university marketing talent cultivation. Wang Xueping et al.[2], based on big data analysis, explored the reform of university marketing talent training models and introduced a precise teaching model centered on big data, bringing a new technical approach for universities. Li Hua[3] research revolved around employment competitiveness-based marketing talent training, suggesting a core training approach focusing on enhancing practical abilities and innovative spirit. Zhao Lihong et al.[4], based on market demands, delved into the reform of university marketing talent training, introducing a market-oriented and practice-centered model. Wang Lijuan et al.[5] concentrated on the training model for marketing talent cultivation based on innovative entrepreneurship capabilities. Zhang Wenchao[6]'s research, anchored on big data analysis, introduced the precise teaching model centered on big data. Wang Wenjing et al.[7] also focused on the vocational ability-based marketing talent training model, providing a new direction emphasizing vocational capability cultivation. These studies, from various perspectives, have explored the issues and solutions related to university marketing talent training, offering significant references and insights for subsequent research.

## 2. Challenges and Requirements for Marketing Talents in the Digital Economy

### 2.1 Big Data Application and Analytical Skills

In the era of the digital economy, the ability to apply and analyze big data has become a significant challenge and requirement for marketing talents. With the widespread use of the internet and continuous technological advancement, businesses can gather vast amounts of data, containing valuable

market information and consumer behaviors. High demands are placed on marketing personnel's ability to analyze and utilize big data.

Firstly, marketers need to possess competent data collection and organization skills. Based on this, this article proposes a new research method. Additionally, to ensure the accuracy and reliability of the data used, one must understand its quality and credibility.

Furthermore, marketers must be able to analyze and interpret data. To extract useful information and profound insights from massive data sets, businesses must proficiently utilize various data analysis methods and technologies such as data mining and machine learning. Analyzing this data leads to a better understanding of customer needs and preferences and can predict future trends, providing businesses with a basis for decision-making[8].

## ***2.2 New Media Operational Skills***

Firstly, it is essential to be familiar with new media platforms and understand their characteristics and operational laws. As user demographics and usage habits vary across different new media platforms, marketers must fully recognize these differences for effective marketing. For instance, while Weibo is primarily for posting texts and photos, Douyin (TikTok) is for short videos. Hence, marketers should choose content that matches the platform's unique characteristics.

Secondly, marketing professionals should possess creativity and communication skills. They must be able to produce persuasive articles and create engaging photos and videos that capture the user's attention. They should also research content propagation patterns and technologies in social media and understand how to utilize social media algorithms and promotion methods to enhance content visibility and distribution efficiency.

Thirdly, analyzing and monitoring social media data is an indispensable skill for marketers. They need to employ data analysis tools and techniques to understand user behavior and feedback, evaluate operational outcomes, and adjust and optimize operational strategies. Through data analysis, marketers can better comprehend user preferences and needs and provide targeted improvement and optimization suggestions [9-10].

## ***2.3 Learning, Innovation, and Entrepreneurial Skills***

Against the backdrop of the digital economy, marketing personnel must possess strong learning, innovation, and entrepreneurial abilities. With ongoing technological advancements and rapid market changes, marketing talents need to continuously learn and update their knowledge, staying attuned to industry trends and market dynamics. At the same time, they should have innovation and entrepreneurial capabilities, spotting market opportunities, proposing innovative marketing strategies and plans, and driving the business's sustained growth and innovation.

# **3. Specific Issues in Marketing Talent Training under the Digital Economy Background**

## ***3.1 Outdated Professional Positioning and Talent Training Objectives***

Under the digital economy backdrop, there are specific challenges in the training of marketing talent. Firstly, the positioning of the profession and its training objectives are relatively outdated. Traditional marketing majors tend to focus on the operations and management of traditional media and channels, overlooking the marketing needs of the digital era. As the digital economy rapidly advances, marketers must adopt a digital mindset and adeptly utilize the internet, social media, big data, and other tools for marketing and brand-building. Many universities haven't timely or accurately adjusted their marketing courses, indirectly resulting in graduates lacking competitiveness in online marketing. Secondly, there's a lack of practical and innovative skills among marketing personnel. In the digital economy context, marketers must have strong practicality, innovation, flexibility, and adaptability. Many university marketing programs are too theoretical and lack practical components. This absence of hands-on experience hampers students from mastering essential skills. Additionally, the training in creative thinking is weak due to the limited exposure students have to market trends and customer needs, leaving them unable to provide creative marketing solutions. Thirdly, there's a disconnect between the training of marketing professionals and the needs of industrial development. With the fast-paced changes in marketing activities under the digital economy, universities often lag behind in

curriculum design, failing to meet the demands of societal and economic developments. This gap causes a "skills mismatch" for graduates during job hunting, making it challenging to meet enterprises' marketing talent needs[11].

### ***3.2 Slow Update of the Educational Content System***

Under the vast digital economy, many challenges have arisen concerning marketing training. The rate of curriculum content updating is slow. With the rapid progression of digital technology and the rise of the digital economy, business marketing approaches will inevitably face new opportunities and challenges. However, many conventional marketing courses and curricula no longer meet contemporary needs. Most universities and training institutions still base their marketing courses on traditional methods, underestimating the significance of digital marketing. This oversight results in graduates struggling to adapt to the demands of the digital economy upon entering the workforce. Meanwhile, emerging marketing techniques, like social media marketing, SEO, and data analytics, aren't integrated into conventional classroom teachings. Without appropriate guidance, implementing these techniques can be challenging.

### ***3.3 Disconnect Between Digital Marketing Theory and Practice***

Firstly, many marketers lack the theoretical knowledge of digital marketing. This deficiency hinders businesses from effectively executing digital marketing strategies and leveraging digital tools and platforms for product and service growth. Secondly, marketers' digital marketing abilities aren't up to par. They may not fully grasp digital channel operations and management, lacking hands-on experience. Many might not realize how to use social media, SEO, content marketing, etc., to attract and retain customers, leading to suboptimal results during digital marketing campaigns.

### ***3.4 Lack of Multifaceted Digital Marketing Educator Teams***

Training for marketers has primarily been centered on traditional marketing theories and techniques, often overlooking digital marketing training. This neglect results in a deficiency in digital marketing capabilities, making them ill-equipped for the demands of the digital economy. At the same time, the training encompasses interdisciplinary overlaps, multiple layers, and facets. Digital marketing is an emerging discipline that combines marketing, data analysis, information technology, and other fields. However, the current training leans heavily towards specialization in one area, often neglecting the other aspects.

## **4. Upgrading Strategies for the “Multidimensional Collaborative” Training System for Marketing Talent in the Context of the Digital Economy**

### ***4.1 Multidimensional Collaboration in Training Objectives***

#### ***4.1.1 Emphasizing Both Ideological and Political Education Goals and Professional Education Goals***

Ideological and political education is designed to cultivate university students' moral character and sense of social responsibility, fostering in them the correct values and ethical views. As they engage in marketing roles, students are expected to adhere consciously to professional ethics and social morality. The curriculum design in vocational colleges aims to enhance the overall quality of their graduates.

To combine ideological teaching with professional instruction, it is essential first to reinforce ideological education, integrating it into core marketing courses, ensuring students acquire both professional knowledge and sound moral education. Secondly, through various forms of ideological and political education such as lectures, seminars, and social practices, students should be guided to pay attention to social hotspots, enhancing their social responsibility and civic awareness. Lastly, a comprehensive ideological course teaching evaluation system should be established, assessing students in aspects like character and social responsibility and integrating it with their overall qualities.

#### ***4.1.2 Cultivating Students Proficient in Marketing Skills and Industry Knowledge***

Marketing skills encompass areas like market research, brand planning, market promotion, and sales management. Industry knowledge refers to a profound understanding and insights into various

sectors.

To equip students with both marketing skills and industry knowledge, it's crucial to emphasize hands-on training, allowing students to actively participate in real-world marketing, honing their practical abilities. Collaborating with enterprises can enable students to partake in actual marketing activities, enhancing their problem-solving capabilities. Furthermore, industry-oriented teaching should be prioritized, inviting industry experts and company representatives to deliver lectures, helping students stay updated with industry developments and trends.

#### ***4.2 Multidimensional Collaboration in Training Content***

##### ***4.2.1 Interdisciplinary Training Centered on Marketing***

In the digital economy's vast environment, research into the professional knowledge and skills of marketing personnel is crucial. Traditional marketing training mostly focuses on conventional marketing theories and techniques. However, with the digital economy's rise, the market environment and consumer behaviors have undergone significant changes, necessitating higher requirements for marketers.

Firstly, marketers must have a deep understanding of customer consumption habits and market trends. Consequently, businesses must profoundly comprehend customer needs and preferences, making appropriate adjustments and innovations as market dynamics shift. Interdisciplinary training should include psychology, sociology, and statistics, enabling marketers to better comprehend consumer behaviors and market dynamics. At the same time, digital marketing, including areas like search engine optimization, social media marketing, and e-commerce, has become an integral part of marketing activities. Cross-disciplinary training should encompass computer science, online marketing, and other relevant specialties, helping marketers master digital marketing tools and techniques. Moreover, marketers should possess an innovative spirit and entrepreneurial mindset. In the digital age, given the intense market competition, there are heightened expectations for marketing professionals. They should have innovative thinking and an entrepreneurial spirit to consistently introduce new products and services meeting consumer demands. Multidisciplinary education should cover areas like innovation management and entrepreneurial management, fostering a spirit of innovation and entrepreneurial awareness in marketers.

##### ***4.2.2 Emphasis on Big Data Analysis and Artificial Intelligence***

In market marketing, the emphasis should be on the application of big data analysis and artificial intelligence within enterprises. The rapid development of technologies like the internet and mobile communications has generated vast amounts of data, containing rich market information and consumer behavior patterns. At the same time, with the swift growth of artificial intelligence technology, its application is increasingly widespread.

Marketers require a high proficiency in big data analysis. Through analyzing this data, it becomes easier to understand market trends, consumer demands, and competitors' behaviors. Using this data, marketers can obtain more precise market insights and thereby develop more effective marketing strategies. It is crucial to nurture marketers with big data analytical skills. On the other hand, it's indispensable for marketers to understand and apply artificial intelligence technology. Utilizing AI can better understand customer consumption habits and needs, thus providing personalized sales services. For instance, techniques like machine learning and natural language processing can be used to predict and analyze user behavior and preferences, offering personalized product recommendations and market information. Training marketers in the application of AI is essential. Additionally, marketers also need to understand data privacy and security. As big data and AI are more widely used, it's vital to effectively protect massive amounts of personal and business data, ensuring data privacy and security. Based on this, there should be intensified training on corporate information confidentiality and information security to elevate the compliance and ethical standards of corporate information management personnel.

##### ***4.2.3 Enhance Practical and Innovative Capabilities***

There should be a focus on practical training as marketing is an inherently practical discipline, honed best in real-world scenarios. Within the curriculum for marketing majors, practical elements like field visits and internships can be introduced. This allows students to directly participate in market activities, refining their practical skills. Collaborating with businesses for hands-on training allows students to apply what they've learned to real-world projects, boosting their practical abilities. Secondly, students' creative thinking should be encouraged. Marketing requires continuous innovation. Therefore, training students in creative thinking becomes paramount. The teaching process should focus on

fostering creative thinking in students, enhancing their creative consciousness and capabilities. Through innovative competitions and research activities, students' creativity can be nurtured to its fullest potential.

#### **4.3 Multi-dimensional Integrated Training Mode**

Firstly, Interdisciplinary Training. The field of marketing requires the integrated use of knowledge from various disciplines such as economics, management, psychology, and statistics. The training model should merge knowledge from different majors and disciplines, nurturing students' comprehensive abilities and interdisciplinary thinking.

Secondly, Coordinated Teaching through Multiple Information Technologies. In the digital economy era, information technology's impact on marketing is ever-increasing. Training methods should fully utilize various IT tools, like online education platforms, virtual labs, and data analysis tools, offering a more flexible and practical teaching environment, and fostering students' IT application capabilities.

Thirdly, Collaborative Training through Industry-Academia Research Cooperation. Marketing professionals need both practical and innovative skills. In terms of training methodologies, collaborations with enterprises and research institutions should be intensified, constructing an integrated system for talent training. Through hands-on training, joint projects, and research, students can be trained in real-market scenarios, honing their practical and innovative abilities.

#### **5. Conclusion**

Thus, enhancing the cultivation model for university marketing professionals is a significant measure for universities to respond to the digital economy. Based on this, the author suggests that with the rapid development of the digital economy, university marketing majors should pay more attention to cultivating students' knowledge and skills in data analysis, digital marketing, and other related areas. On this basis, it has been proposed to strengthen collaboration with enterprises, establish training bases, increase hands-on training opportunities, and enhance practical skills. At the same time, there should be an emphasis on nurturing students' creative thinking, team collaboration spirit, etc., so that they can better adapt to the requirements of the digital economy's progression. The author hopes that by analyzing these issues, there will be a better understanding and guidance in the training model for marketing professionals in Chinese universities. Universities must continuously adapt to the evolution of the digital economy to provide society with more, and higher quality, marketing professionals suited to societal development needs.

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