

# Research on training path of new media marketing talents

Jijin Yang

Guizhou Business College, Guiyang 550014, China

**Abstract:** With the deepening of higher education teaching reform, colleges and universities pay more and more attention to the quality improvement of talent training. Under the background of the rapid development of new media, the demand for new media marketing talents is gradually increasing. Colleges and universities need to improve their own education and teaching quality and cultivate more high-quality talents for the society. Based on this, this paper will focus on the training path of new media marketing talents.

**Key words:** new media marketing; Talent training; Colleges and universities

The advent of the new media era has also promoted the change of enterprise marketing models in many fields, and the demand for new media talents with professional abilities has also increased. College teachers should combine their own teaching experience with the requirements of enterprises to explore how to efficiently construct the course system of new media marketing and improve the efficiency and quality of teaching.

## 1. The demand analysis of new media marketing talents

China's society has gradually accelerated its development in the direction of digitization and information technology, and gradually entered the era of new media. Enterprise marketing is also advancing with The Times, constantly innovating marketing methods, with the power of new media, to gain more competitive advantages in the industry. In recent years, wechat, short video, live broadcast and other new media channels play an increasingly prominent role in marketing, and have gradually become an important way for individuals, enterprises and teams to carry out brand building, advertising and product marketing. The emergence of new media platforms has led to the diversified development of marketing means of enterprises, making enterprises get more help in sales work. This kind of development mode has promoted enterprises' demand for new media marketing talents. Especially in the context of rapid environmental changes and increasing operating pressure, the demand for high-quality talents has been increasing, and the standards for talents have also been correspondingly improved. Under the economic and social background, the demand for personnel related to new media marketing has increased significantly. As an important base for the training of new media marketing talents, marketing majors in colleges and universities are also increasing the courses related to e-commerce and new media marketing, so as to improve the quality and efficiency of talent training. In order to adapt to the current economic development and market demand, in the process of teaching new media marketing courses, colleges and universities need to do a good job of market research, analyze and discuss the development direction of students, build targeted talent training programs, and improve the teaching quality of courses.

New media marketing talents need to adapt to the current situation of economic and social development and technological progress, master the professional knowledge and operational skills of new media marketing, and have comprehensive quality. In terms of professional knowledge, quality and skills, to meet the needs of marketing work, professional knowledge is an important basis for marketing activities, but also to guide the formation of quality, quality can play a leading role. Specifically, new media marketing talents should have general knowledge, basic knowledge of management, basic knowledge of economics, marketing management, data analysis, communication skills and other core knowledge of new media marketing.

## 2. Analysis of problems existing in the training of new media marketing talents

### 1. The problem of teacher team building

The new media marketing course has designed the content of marketing, journalism and communication, psychology and other disciplines, with a wide range of knowledge content and strong practical characteristics. This has a high requirement for the quality of course teaching. Students not only need more comprehensive theoretical knowledge, but also need to have certain practical experience and operational skills. At present, there is an increasing number of new media marketing courses in Chinese colleges and universities, but there are few higher education courses in related directions. Most of the teachers are e-commerce or marketing majors. As a result, there are fewer teachers with high level of theoretical knowledge and practical skills. After practical teaching, the teaching of theory and practical courses is not balanced enough, and the effectiveness is decreased. Since most teachers do not have practical experience, the teaching practice of new media marketing major will be out of touch with practice, which will affect the quality of curriculum teaching and talent training.

### 2. The orientation of talent training needs to be clear

In the current talent training work in colleges and universities, the training objectives of new media marketing professionals are not clear enough, and the course positioning is fuzzy. Some colleges and universities will classify new media marketing courses into theoretical teaching direction, pay little attention to new media marketing practice, and rarely carry out practical teaching activities. Some colleges and universities will teach new media marketing courses as experimental courses, thinking that there is little difference between new media marketing courses and marketing courses, ignoring the epochal nature of new media marketing teaching. In the training practice of marketing professionals, there will be only marketing, journalism, psychology and other theoretical teaching, marketing practice activities

are difficult to carry out, students lack practical skills, it is difficult to smoothly carry out the optimization of marketing practice teaching. Colleges and universities need to grasp the demand of the current market, cultivate marketing talents according to the actual market, build a talent training system, and then adjust the talent training objectives and optimize the previous talent training plans

### 3. The teaching concept is lagging behind

Under the background of the new era, new media marketing talents need to be familiar with marketing skills and improve their comprehensive practical level. Under the influence of the current education mode in colleges and universities, only emphasis is placed on the training of students' basic theoretical knowledge, and the teaching mode fails to be updated in time, which will lead to the limited mastery of students' new media professional knowledge and skills, and the limited development of innovation ability and comprehensive quality. There is a disconnect between talent training and social development needs. The thinking mode of most teachers is still stuck in the traditional thinking mode, failing to build an open and personalized information education. In teaching practice, the introduction of educational resources is not sufficient, and the formation of students' thinking ability and inquiry ability is inhibited to a certain extent. In the practice of talent training, students need to flexibly master the abilities of new media application, management, data analysis, etc. Colleges and universities should also let students accept the development direction of new technologies and new media.

## 3. New media marketing talent training strategy analysis

### 1. Clarify the talent training objectives and improve the training system

In the era of new media, the teaching of marketing major in colleges and universities needs to find problems in time, reflect on the source of problems and solve problems according to the actual situation. In the information age, colleges and universities should give full play to the advantages of information technology and promote the application of new technology in the process of marketing personnel training. The training of new media marketing talents in colleges and universities needs to grasp the opportunity of development, do a good job in market research, improve professional construction and improve the teaching system. Colleges and universities should communicate with practitioners in the new media industry and related enterprises, improve the training system of students' new media operation ability, and deeply think about ways to improve the training quality of marketing talents. The construction of talent training system requires colleges and universities to form professional core competitiveness, promote the improvement of students' new media operation skills and marketing abilities, adapt to the business needs of the current new era and the needs of enterprises, and realize the docking of talent training. The course of new media marketing mainly requires students to enhance their awareness of new media marketing work in the current situation of market economy, understand its working principle, promote students' thinking about the organization of new media activities, and master the content of marketing, communication, sociology and other multi-disciplines. Due to the numerous fields and specialties involved in new media marketing courses, in terms of theoretical teaching and the construction of new media marketing talent training model, colleges and universities can invite professional backbone teachers, practitioners and enterprise leaders to conduct teaching discussions, determine the goal of talent training, promote the improvement of professional curriculum construction, and realize the docking of teaching and enterprise talent needs.

### 2. Strengthen school-enterprise cooperation to improve teaching quality

In the teaching practice of new media marketing courses, it is necessary to break the traditional mode of emphasizing theory and neglecting practice teaching, strengthen the cooperation with new media industry and related enterprises, implement school-enterprise cooperation, and realize the complementary advantages and resource sharing of both schools and enterprises. First of all, colleges and universities should design an open and shared practical training teaching system, make use of the resource advantages of enterprises, focus on training practical talents, and promote the connection and coordination between the business work of enterprises and the teaching of new media marketing courses through school-enterprise cooperation and the introduction of social resources. After reaching a consensus on cooperation, universities and enterprises can cooperate in the division of labor and cultivate professional talents. The enterprise can hand over the actual marketing project to the school, so that the students can get more opportunities for practical training. Through resource sharing, the enterprise can build an online sales shop with professional characteristics, promote the transformation of teaching results into business results, and stimulate the enthusiasm of students for learning and practice. Secondly, colleges and universities should link professional teaching with innovation and entrepreneurship education, conform to the requirements of students' innovation and entrepreneurship in the new era, encourage students to give full play to their own potential and strengths, and carry out entrepreneurial projects with the help of various resources of school-enterprise cooperation. Colleges and universities can carry out in-depth cooperation with enterprises to promote students' familiarity with Internet business, try to start businesses and practice sales on new media platforms, and use the resources of enterprises to help students' innovation and entrepreneurship. In the practice of cooperation between universities and enterprises, teaching, practical training and competition can be combined to improve students' marketing skills and promote the cultivation of composite new media marketing talents.

### 3. Set up a team of teachers to improve their competitiveness

A team of high-quality teachers is the guarantee of the quality of new media marketing teaching and the premise of the progress of talent training. Teachers need to improve the teaching concept and teaching mode, enhance their own practical teaching level, and improve the comprehensive quality of students. Colleges and universities should also pay attention to the construction of teachers' teams, build high-quality professional teachers, and ensure the steady improvement of teaching quality. School authorities need to focus on teacher

training, make overall plans for subject construction and teacher training, encourage teachers to participate in professional online and offline training, and regularly participate in training to improve teachers' professional level. Teachers can learn the latest educational concepts and the latest information related to the industry in the training, and teachers need to carry out in-depth study and apply the knowledge to teaching. In order to maximize the results of the training, the school should organize teachers to participate in discussion meetings after the training, exchange experience with other teachers, and deepen the content of the training. At the same time, new media marketing teaching involves information technology and new media operation, which requires teachers to have good information literacy. Therefore, colleges and universities should also encourage teachers to enter enterprises, carry out practical work on new media marketing, carry out temporary practice, actively participate in enterprise practice and investigate new information and new changes in the industry, so as to lay a good foundation for students to improve their practical skills. In addition, colleges and universities should also pay attention to the introduction of part-time teachers, let college teachers go out to practice in enterprises, part-time teachers enter colleges and universities to guide students' practical learning, and provide help for the improvement of students' professional quality and professional skills. Part-time teachers can be practitioners in the new media industry and managers of enterprises. They can provide guidance for students' employment and point out the direction for students' study, which will help students quickly adapt to the needs of the new media industry and improve their employment competitiveness.

#### 4. Innovate the curriculum system and improve students' skills

The improvement of employment competitiveness of college students majoring in new media marketing is inseparable from the investigation of market demand. Under the background of the new era, enterprises need more talents with excellent creativity to adapt to the needs of the new media era. Colleges and universities can innovate the curriculum system, implement the teaching mode combining online and offline, promote the timely update of teaching content, the progress of students' vocational ability, and integrate the old and new curriculum teaching system. For example, colleges and universities should strengthen the advantages of Internet teaching and update course content, such as the update of "new media marketing" and "short video marketing" courses, so as to improve the pertinence of teaching. Cooperate with enterprises to develop relevant professional courses, provide students with rich teaching cases, share them with students through the Internet teaching platform, and implement the optimization of online courses. Through the enrichment of online education resources, students can be cultivated in many aspects of ability, targeted to improve students' skills, highlight personalized teaching, and improve students' employment competitiveness. All in all, the training of new media marketing talents in colleges and universities should keep up with the current market changes, break the restrictions of traditional teaching modes, innovate the talent training system, implement school-enterprise collaboration, integrate curriculum teaching resources, promote the construction of teacher teams, improve students' skills and comprehensive literacy, and achieve the improvement of talent training quality.

### Reference literature:

- [1] Lihua Gan. Reform and Innovation of Curriculum Ideological and Political Teaching Based on New Media Marketing Talent Training -- A case study of "IP Marketing" chapter [J]. *Educational Observation*,2023,12(14):67-70+104.
- [2] Lu Meng,Di You. A Study on the Fit between New Media Marketing Talent Training and Enterprise Job Demand -- A case study of Marketing majors in Higher Vocational Colleges [J]. *Northern Economy and Trade*,2022(12):129-131.
- [3] Lingying Wen. Thinking on the path of cultivating new media marketing talents for marketing majors in application-oriented undergraduate colleges under the tuyair of "Live broadcasting with goods" [J]. *Marketing Field*,2022(12):53-55.
- [4] Wei Sun. The Characteristics and Innovation of New Media Marketing -- On the Reform of college Marketing professional talent training Mode in the Mobile Internet Era [J]. *Journal of Wuhan Metallurgical Management Cadre College*,20,30(04):63-65.