

Research on the Reform of Competency-oriented Applied Undergraduate Marketing Talents

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Abstract—It is imminent to establish the training mode of applied talents. The most prominent points of applied talents are reflected in the need of quick adaptation to posts. Colleges and universities need to carry out the reform of personnel training program with competency. This paper first discusses the composition of the competency of marketing talents, and distinguishes the focus of different types of university marketing personnel training. Then, it focus on the application of undergraduate marketing talent training and positioning of different post-level curriculum system set up. Finally, on the basis of the curriculum system analysis of talent in the breakthrough point.

Index Terms— marketing talent training, competency

I. INTRODUCTION

In 2015, the State Council "to guide a group of ordinary undergraduate colleges and universities to the application of technology-based transition" and "Ministry of Education on the local undergraduate colleges and universities in the development of guidance" (draft) and other documents have been introduced, Requiring local undergraduate colleges "clear application of undergraduate positioning", "optimization of professional and curriculum structure, improve the professional curriculum and industrial structure of the degree of matching. " Applicants pay more attention to the improvement of social adaptability and vocational skills in their training. For the application of higher education institutions, the employment ability of university graduates is the key to personnel training, and the most critical job of employment is the professional competence, its direct and professional learning satisfaction is significantly affected (Sun Min, 2015) [1], which requires colleges and universities in the design of personnel training program to fully consider the college students in their professional competence. However, in the undergraduate talent training program, in the existing literature, not in accordance with the competency of the division. The establishment of application-based talent training model is imminent. Colleges and universities need from the perspective of competency, innovative talent training mode, adjust the curriculum, build a characteristic teaching system. This article from the

perspective of competency, to explore the application of undergraduate marketing personnel training mode change.

II. THE APPLICATION OF MARKETING TALENT COMPETENCY COMPOSITION

A. Marketing talent competency

Competitive English is competency, from the Latin *competere*, intended to be appropriate (suitable), in the Chinese literature often translated as competence, competency, competency and so on. Mc Clelland (1973) criticizes the previous intellectual and power-prone test that competency is knowledge, skills, abilities, traits, or motivations that are directly similar to, or associated with, work, performance, or other important outcomes in life[2]. Since the concept of competency has been put forward, it has aroused the interest of many scholars in the field of management at home and abroad. Among them, the research of marketing job competence is one of the important branches. Competency analysis is based on two types of model expansion, ie, iceberg model and onion model (Peng Changgui, 2006) [3]. The iceberg model is based on the stratification of the benchmark competency and the discriminant competency, and the onion model analyzes the variable and the development of the competency characteristics from the inside to the outside. At present, although there are differences between the model standards and the research methods, the results of the analysis of the competency characteristics of the marketing positions tend to converge. The competency model usually includes several dimensions, such as personality traits, professional knowledge, professional skills and social competence, which provides a theoretical basis for competency training.

Higher education in the marketing of professional personnel training and social needs of the fit has become more and more concerned about the issue of how the ability of talent into the job competency problems also emerged literature. Such as Wang Xiaoming (2012) based on the theory of capacity-based education put forward a "12345" innovative training model, and based on the characteristics of marketing positions competencies will be divided into marketing, service,

communication, business, innovation and decision-making capacity [4]. Li Wei, Zhang Yan (2017) that colleges and universities should build a "knowledge, quality, ability," the trinity of the marketing application of innovative personnel training system [5]. Meng Gao-fei (2016) Based on the onion model to establish the competency model of the sales position of the students in the higher vocational market [6]. The ability of the marketing talent in the literature to translate into the job competence is based on the competency model, which divides the ability into explicit ability and stealth ability. Explicit ability can be clearly considered, while the stealth ability is difficult to consider, but the key to job performance. Explicit ability includes knowledge and skills, and hidden ability includes quality.

In general, marketing talent competencies should include three aspects. Knowledge, skills and qualities. "Knowledge" refers to the factual and empirical information that students have in their field of study. It is the basis of professional competence and an important aspect of talent cultivation, including basic knowledge, professional knowledge and frontier knowledge. "Skills" refers to the ability to use structured knowledge to accomplish specific tasks, including basic skills, specialized skills, comprehensive skills and innovative skills. "Quality" refers to the inner qualities that are hidden in the heart, are not easily observed and measured, but can be about personal behavior and affect the internal quality of work performance, including political quality, humanistic quality, psychological quality and professional quality. Knowledge and skills are dominant ability, easier to observe, evaluation and imitation training; quality is hidden ability, relatively difficult to observe, evaluation and training. These different competencies need to be improved through different training methods and forms. The implicit factor is the key factor that distinguishes between performance and performance, and the higher the position, the more the influence of hidden competency on the performance of the incumbent is more important (Spencer, 2003) [7]. It should be said that the higher the post level, the higher the demand for hidden competencies.



Figure 1. Competency model of marketing talent

B. Cultivation of marketing talent competency

Marketing personnel training should focus on knowledge, skills and literacy three kinds of ability, but the institutions need to have different personnel training orientation. Based on the positioning of different personnel training, the institutions of the three abilities of the training should be different. There are three types of institutions are training marketing talent, including research universities, applied universities and vocational colleges. These three types of institutions because of their different levels of school, personnel training is not the same positioning. The university is a kind of "theoretical type and academic type". The positioning of higher vocational colleges is enough theory and practice. The applied universities are between research universities and higher vocational colleges. With the "application type, innovative" characteristics, personnel training should reflect a comprehensive marketing knowledge system, to mastery, with strong practical ability and innovation ability. In the training of research marketing talents, we should pay attention to the ability of knowledge and knowledge, especially the cultivation of cutting-edge knowledge in knowledge ability. The marketing talents cultivated in vocational colleges should pay attention to the cultivation of skills, especially the cultivation of special skills. Should focus on the cultivation of skills, especially the comprehensive skills and innovative skills training.

III. THE COMPETENCY-ORIENTED APPLICATION OF MARKETING TALENT TRAINING MODEL

A. Application-oriented marketing talent positioning

For the application of undergraduate, the students of the theoretical requirements of innovation is low, pay attention to the creative use of existing knowledge and skills, its talent training should be in the theoretical and practical ability to find a balance. That is, pay attention to enhance the practical ability at the same time take into account the theoretical ability to ensure that graduates in the initial workplace can quickly and independently work, and in the future career promotion and have a solid theoretical basis. The orientation of marketing talents should be based on theoretical perceptions, comprehensive practice, and hierarchical curriculum system.

B. Competency-oriented curriculum system settings

In the actual work, marketing positions are different, such as the market professional Kong, circulation management Kong, marketing business and so on. Different positions, competency requirements are different. For higher vocational colleges, the marketing personnel need to cultivate the focus should be in its special skills, which means that, for different positions, personnel training program should be different. But the application of undergraduate marketing talent of its comprehensive skills is the focus of its personnel training. Therefore, in its personnel training program, should not be different types of job design talent training program,

but should be different job level design talent training program. Regardless of which post, with the marketing staff business capacity and business management capabilities to enhance their career promotion channels are "grassroots employees → business executives → manager assistant → regional manager → director → general manager." For the application of undergraduate marketing talent level should be suitable for grass-roots and middle management personnel, this level of management personnel in the enterprise through the work experience and further training, to achieve high-level marketing positions or management requirements, so that students can stay Live, with good, stamina enough.

For the training of grass-roots marketing personnel, should include general education, professional platform, professional core platform, comprehensive training projects and graduation practice and design. The general education is focused on improving the students' ability of quality, helping the students to establish the correct outlook on life, world outlook, values, cultivating their aesthetics, literature, artistic accomplishment and humanities literacy, so that they have a healthy body, good psychological and moral qualities. At the same time, the general course focuses on developing students 'mathematical thinking, computer skills and language skills, laying the foundation for students' future study and work. Professional platform course, it can help students consolidate the basic knowledge, access to professional foundation ability. The professional platform course mainly cultivates the students' basic knowledge and basic skills. According to the basic theoretical knowledge of the subject requirements set to the basic knowledge of the subject as the core, give full consideration to the future development of students space to adapt to new technologies, new methods and new environment, to avoid "lack of stamina" for the future development of students Good foundation. Professional core curriculum is based on the basic activities of the professional theme, to teach the professional core knowledge of the discipline, the main training of students in the vocational key competencies to ensure that students have engaged in the professional expertise, cutting-edge knowledge, and improve the skills and part of the comprehensive skills. The comprehensive training program is an organic combination of the specific process of marketing and the teaching content, and the practical skills and theoretical knowledge are closely linked to better develop students' comprehensive skills and innovative skills.

The future development of applied undergraduate marketing talent should not stop at the grassroots level of marketing staff, should be faster after graduation into the grassroots positions. From the perspective of competency, the ability of stealth has a greater impact on job performance, and has a greater impact on career development. But this part is difficult to train and evaluation, so the normal classroom training, assessment is indeed difficult for colleges and universities should be more through the second class, subject competition, scientific research projects and school-enterprise cooperation slowly to enhance marketing The hidden

ability of talent. This part is not mandatory for all students, is the intention and ability to participate in the school to give the appropriate mentor guidance. This part of the marketing talent in the future should be faster to adapt to grassroots positions, and have the ability to assume the grassroots positions above the task.

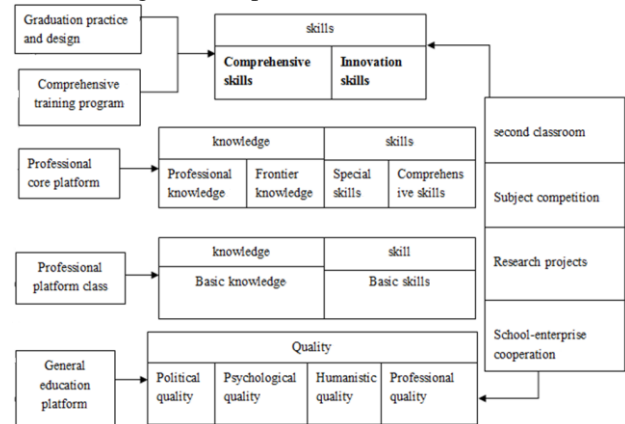


Figure 2. Competency-oriented application-based undergraduate training system

IV. THE APPLICATION OF MARKETING TALENT TRAINING BREAKTHROUGH POINT

Combined with the application of marketing talent training positioning, from the application of marketing talent training system, we can see that you want to improve the application of personnel training, innovation, the need for professional modules from the class, graduation practice and design, school-enterprise cooperation, The second class, subject competition and research projects to start. These projects should be a breakthrough in the characteristics of personnel training.

First, increase the design, comprehensive practice teaching content. In view of the need of comprehensive practice teaching, the introduction of strategic marketing management sand table, based on the simplified business operation process, emphasizes the role of simulation, based on the experimental simulation environment under the comprehensive theoretical knowledge training and application, and in the marketing strategy course training Links to encourage students to innovate, submit the appropriate report or plan.

Second, enhance school-enterprise cooperation. Marketing professional teaching, not only focus on school teaching, but also pay attention to the actual market conditions outside the school, cultivate the level of comprehensive practice of students. Therefore, the school should strengthen their cooperation with the relevant enterprises, regular arrangements for students to visit enterprises to learn to ensure the effective implementation of internship. Students in the process of learning to the enterprise, will understand the business needs of the marketing talent is what kind of in the learning process will have a certain goal. Marketing teaching can use the "3 +1" teaching model, the so-called "3 +1" teaching model, mainly refers to: the first three years of undergraduate, students mainly in school school

marketing related professional knowledge, special skills, reinforce their own Basis, the last year, the school organization of students to specify the business internship. This kind of teaching mode allows students to improve the comprehensive skills in the process of enterprise practice, the problems encountered in the work, but also innovative solutions. For the marketing teaching has a positive role in promoting.

Third, strengthen the student research project (SRT), production and research projects, college students innovation fund project declaration and set, pay attention to practice teaching design practice project and marketing disciplines development interaction. Encourage students to participate in subject competitions, such as Challenge Cup, the provincial college students competition, to promote innovation and training to play and play

Fourth, add the second class. The second class is equivalent to a spontaneous learning organization, is the content of classroom teaching to complement and deepen, but also students rich practical experience, cultivate personality sentiment base. The second classroom in a variety of forms, can be a hundred forums, express their views, but also can be combined with the hot issues of the times to discuss, but also with others to explore their own problems encountered. Through this practice, students on the one hand can open up horizons, exercise their own observation problems, analyze the problem, solve the problem, on the other hand can improve the ability to innovate and teamwork.

V. RESULTS ANALYSIS AND OUTLOOK

The cultivation of marketing talents is an important training work for all colleges and universities. Colleges and universities should follow the development of the times and reform the application marketing talents. In the process of reform, we should pay attention to the reform of comprehensive practical teaching projects, schools should pay attention to the close ties between enterprises, establish a reasonable school practice base. The future should be how to conduct a comprehensive practice of teaching project reform to carry out the characteristics of development, and how to improve the quality of capacity to explore.

ACKNOWLEDGMENT

This research was supported by 2014 key projects of educational technology research program of Zhejiang Province (Project No. JA012), 2014 and 2015 key projects of teaching reform of Jiaying University (Project No. 85151403 and 85151505)

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