

Integration of enterprise marketing practice and school education based on diversified network teaching

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Abstract

This paper focuses on the status among the quality required for marketing personnel, school education and enterprise marketing practice. According to fuzzy comprehensive evaluation method and features of talent evaluation, evaluate the fuzzy comprehensive value of talents by percentage calculation method to determine the basis and level of talent evaluation. This paper describes how to integrate school education into enterprise marketing practice through the diversified network teaching. Enterprise marketing needs to dismiss traditional disadvantages, combine with other countries' marketing methods to make it more scientific and sound, which plays a decisive role in the enterprise. It is a big revolution to teach with enterprise marketing while using the internet, which will have equally important significance.

Keywords: network teaching, school education, marketing, integration

1 Introduction

Since the reform and opening up, China has been continuously connected with the society, opened more, especially after joining the WTO, and the trend of "internalization of the international market" and "internationalization of the domestic market," accelerated at an unprecedented speed [1-3]. But the marketing education in China is still in a relatively backward situation and cannot be equal to the world's level. Many domestic enterprises directly start at the same point of competition as the world, so it is difficult for them to survive in the absence of a good marketing strategy. Therefore, with teaching mode "cultivation of innovation and practical ability" implemented now in our country, it is important to innovate, seek for new teaching mode and cultivate more marketing personnel while enterprise marketing became more popular.

2 Feature of marketing

2.1 WIDE RANGE OF APPLICATIONS, HIGH PRACTICAL VALUE

With the development of market economy and the process of globalization, marketing has shifted from production-oriented to global scientific marketing. Changes are extremely large whether in theory or in practice. As a content enterprises attach great importance to, modern marketing regulated by the market economy connects closely with production, consumption, and so on, and involved ranges of industry production, non-production and social life are extremely extensive. The practical value

showed is also very important [4, 5]. In order to meet the needs of future society and enterprise development, it is necessary to master related basics and marketing skills for specialized marketing professionals to become all-round practical talents.

2.2 STRONG COMMUNICATION

As a marketing personnel, the most important work is to deal well with people inside or outside the enterprise, which includes the relationship between internal staff, also includes the relationship among public, customers, government agencies, other competitors and agents. Obviously, the people who is contact with marketing personnel would be not just one type, and they need to be contact with an unlimited number of people of different background and types [6, 7], and use considerable interpersonal communication skills. Whether used properly will directly affect the relationship between the personnel and the business or the individual they represents. So training practical talents also need to develop their flexibility in the communication to adapt to the modern complex social situation.

3 Necessary marketing personnel qualities required by a modern enterprise

The enterprise could not survive and develop just from the production of workers, it also needs high quality talents to conduct market planning which is suitable for its own characteristics. Necessary marketing personnel qualities at this stage are showed in Figure 1 as follows.



FIGURE 1 Necessary marketing personnel qualities

According to the steps of fuzzy comprehensive evaluation method, as well as features of talent evaluation [8], evaluate the fuzzy comprehensive value of talent by percentage calculation method to determine the basis and level of talent evaluation.

Fuzzy comprehensive evaluation model of talent could be summarized as:

$$F = A \cdot B = \left(A / \sum_{j=1}^7 A_j \right) \cdot B = \left[\left(P \circ R \right) / \sum_{j=1}^7 A_j \right] \cdot B$$

where $P = (P_1, P_2, \dots, P_n)$ indicates the weight of n talent elements in all talent elements; $R = (r_{ij})n^{*7}$ indicates the fuzzy judgment matrix to evaluate the functional level of talent elements; r_{ij} indicates the membership of i element to j level; $B = (B_1, B_2, \dots, B)^T$ indicates the vector in the level column; “ \circ ”, “ \cdot ” are the maximum and minimum operation symbol respectively;

$$A_j = \bigvee_{i=1}^n P_i \wedge r_{ij}, \text{ " } \wedge \text{ " is to calculate the minimum value, " } \bigvee \text{ " is to calculate the maximum value, } A_j$$

indicates the membership of comprehensive evaluation of all talent elements to j level; $A = P \circ R = (A_1, A_2, \dots, A_7)$ indicates the membership vector of comprehensive evaluation of all talent elements; F indicates fuzzy comprehensive evaluation value (percentile); “ \cdot ” is matrix multiplication symbol. F is the bigger the better. It is able to determine whether is a talent and the level of talen.

3.1 COMPETENCY

Competency generally refers to the intelligence quality of marketing personnel on observation, thinking, memory, expression, imagination and innovation; not only includes skill qualities on relationships, product marketing research [9-12], market research, forecasting decisions, collecting information and feedback service, but also includes the potential on organization, planning, control, coordination and other aspects of marketing.

3.2 KNOWLEDGE QUALITY

Knowledge quality on marketing refers to the knowledge about the business and product knowledge, policies and legal, operation and the knowledge accumulation of certain subjects (such as mathematics, statistics, political and economic, history and geography, skill, etc.). This is also a necessary skill for marketing personnel required by the complex market relationship.

3.3 PSYCHOLOGICAL QUALITY

A certain ability is needed to deal with work pressure which occurs frequently to achieve success on marketing, which is based on good psychological quality, regardless of will, emotion or spirit, etc. You should be able to adjust at any time in the face of difficulty to adapt to changing environments. In order to cultivate necessary abilities to control emotions for marketing personnel, you should also have full confidence on yourself and the product, deal with failures with a calmness, and treat with everything in the communication calmly.

3.4 MORALITY

During marketing activities, the marketing personnel always represents the enterprise to discuss business with external business person and coordinate the relationship with no direct supervision, which directly tests the working responsibility of the marketing personnel. During work, the marketing personnel should take the enterprise represented as a starting point, keep a good sense of professionalism and responsibility, be positive for enterprise profit, and also need to comply with relevant provisions to ensure his fair behavior and good style. A healthy body is also a standard to evaluate the morality of marketing personnel.

4 Current teaching situation of marketing

As shown in Table 1, it is a questionnaire about the effect of the traditional teaching model to student. To study the teaching situation of this major, the writer conducted a questionnaire in 768 students, of which 465 males and 303 females. The main contents are as follows, asking the student if he/she recognized for the following questions to verify the teaching situation. Issued 768 questionnaires, returned 707 copies, and the effective return rate is 92.1%.

TABLE 1 Recognition sheet on the effect of poor teaching quality to students' quality

Item	Male	Number of recognized (percentage %)	Female	Number of recognized (percentage %)
Single and rigid teaching style		436 (93.76)		268 (88.45)
Lagging teaching method	465	418 (89.89)	303	289 (95.38)
Focus on the class not the practice		396 (85.16)		292 (96.37)

4.1 SINGLE AND RIGID TEACHING STYLE

Traditional education is the teacher teaches and the students listen, which often resulting in sufficient theory but not enough actual operational capacity, making students only passively receive knowledge. Their learning initiative cannot be improved, practical problem-solving ability is poor, and creativity cannot be developed. Meanwhile, less communication between teachers and students makes them do not know each other, and the teaching and studying cannot be consistent; teaching content is too serious, the form is single and classroom education is not flexible, which directly leading to boring and unbearably description of marketing principles of students. Even the teacher increases the work, overall teaching quality still cannot be improved. If it continues, it will be difficult for students to synchronize with modern marketing. Therefore, changing the single and rigid teaching mode, and cultivating talents in line with the requirements of modern enterprises to marketing personnel is imperative.

4.2 LAGGING TEACHING METHOD

The channel where students can acquire knowledge become more diverse and easy through the development of internet and application of technology. From the successful education examples, it is easy to see students like contextualized classroom, and classroom interaction, various teaching mode, flexible test method will be more easily accepted by students. However, corresponding task difficulties or requirements for teachers are increased while increasing the learning interest of student interest. For example, teachers should have solid theoretical knowledge, teaching materials should be sufficient, should analyze the case by the practical experience, and a good insight and analytical skill are also needed. However, many schools cannot reach the requirements in this area, which is generally based on a single multimedia teaching method, difficult to have flexible variability and improve students' learning initiative.

4.3 FOCUS ON THE CLASS NOT THE PRACTICE

Current teaching mode always focuses on campus education and rarely contacts with enterprises, which does not comply with principles of marketing students should practice more, also is difficult to train operability and flexibility of marketing students, therefore, it is necessary to change teaching important points and enhance the position of marketing practice in teaching.

5 Integration of education and enterprise marketing

Three-dimensional practice teaching system could be explained to take the practice teaching as a whole, integrate various aspects of practice teaching, develop separate teaching plans and outlines for each various aspect, and gradually complete various contents, making the whole teaching become one and completing the three-dimensional teaching model.

Building three-dimensional practice teaching system should complete the organization of practice teaching classes according to actual tasks, work processes, and work situation, and develop a teaching plan based on reality and combined with scientific characteristics, taking combined with decentralized and centralized, single skill training, comprehensive skills training as the principle. So that the practice will be in the teaching, the teaching will also be in the practice, combining various training to make ability training no longer single, promote the combination of practice teaching and theory, and form a three-dimensional practice teaching system more easily.

5.1 DIVERSIFIED NETWORK INTERACTIVE TEACHING

The focus of this teaching method is intensively teachings, discussions, cases and scenarios. Intensively teachings mainly sketch the content, discussions focus on thought-provoking, cases focus on drawing inferences, and scenarios take interaction as the main content. With diversified classroom training, instructions of teacher and assistance of teaching facilities, students could actively participate and deepen to reach the goal of the combination of theory and practice.

In current online education model, teachers usually use network tools and teach through the network, mainly traditional thinking. Teachers create scenarios using traditional teaching methods to inspire students, then clearly describe concepts, principles, and so on at the same time. Also requires students to use their own computers to gather information, or group discussions, coordinate and communicate, express mission scenarios, which give students self-learning space. Students could use electronic tools to ask difficulties occurred, while teachers could select these students through monitor and management function and formed a particular study group, where they could discuss, talk, message and pass on experience and son on within the group. Meanwhile, teachers could also accept questions, and guide students in a "one - one" approach. Broadcasting function on the network system can also be fully used, for example, broadcasting the typical faults to the group or the whole class enables the students to receive timely information and draws their attention to correct the

errors quickly; creative insights can also be praised or be positive about through broadcast to the group or the whole class so that it is convenient for the classmates to learn and use for reference. These kinds of group teaching mode are more relax for students, which could help students learn new knowledge, promote student awareness of cooperation, and avoid the out of control situation in teaching while lack of teaching network, when the teaching becomes the free activity of students. You could also better understand students' individual differences, which is good to teach students in accordance of their aptitude, and address the difference between good students and bad students.

5.2 SIMULATION OF PRACTICE TEACHING

Often simulate social actual activities to complete the practice teaching in teaching activities. Marketing simulation uses the software technology to simulate the business environment of enterprises, so that participants could teach and train business decisions of enterprise. In

TABLE 2 Set relevant course contents

No.	Courses	Brief introduction of results
1	Marketing	Analyzed marketing environment, competitors, etc. of a product, segmented and positioned product market and finally developed the marketing Strategy of products "4p"
2	Promotion management	Produced an operational promotion plan.
3	Marketing research	Decided the survey target, organized and planned market research, designed a questionnaire, did a field survey and finally wrote the survey report of the project.
4	Business negotiation and marketing techniques	Organized negotiation simulation competition, made students continue to find themselves and finished the training summary.
5	E-commerce and Internet marketing	Students make their own website and open online shop and so on.
6	Marketing Planning	Developed a very comprehensive and creative marketing plan.
7	Entrepreneurship	Trained testing skills of students through a mock interview; provided a broad platform to students through entrepreneurship competition. Entrepreneurship competition plan was made by students.

5.4 SOCIAL PRACTICE

Students could adjust their attitude and spend their spare time, such as weekends, holidays, winter vocation, summer vacation, etc., in effective social practice. Schools also encourage students to participate in various marketing practices of enterprises, teachers' scientific research and extracurricular technological innovation activities. Also organized various marketing and management activities, innovation, enterprise planning, market research and analysis and other activities in the school, improving students' analytical problem-solving abilities and inspiring and cultivating their sense of innovation through their participation in practice.

5.5 INTERNSHIP

Internship is the best way for practice. The internship

order to enhance students' comprehensive decision-making and practical skills, you could simulate the practice teaching, which simulates actual activities in marketing, to train the overall mode of operation.

5.3 ON-CAMPUS PRACTICE

Fully take advantage of on-campus practice to improve students' practical ability during theory learning and practice. You can also set relevant course contents, as shown in Table 2. Because on-campus practice promotes student s' understanding of theoretical knowledge, allowing students to receive basic marketing technique and operational skill training, students could also repeat certain skill or operation through on-campus practice according to their requirements of majors, enabling students to enter professional roles earlier, master production and management experiences, professional skills, and lay the foundation of internship. Therefore, it is necessary to participate in on-campus practice actively.

combines theory and practice in a way of practice in real life based on the theoretical knowledge. Usually, the school keeps in close touch with some enterprises, which is benefit for the common development of both sides. Through internships, students could understand social reality better, personally know the market development, understand the basic situation of enterprises, and effectively improve students' professional skills, which lays a foundation for the work after graduation.

6 Conclusions

Education fully integrated network platform and enterprise marketing concept could complete the three-dimensional teaching system well and train more talents adapt to the future diversified society. Therefore, it is necessary to enhance the proportion of enterprise marketing teaching in the teaching system, and begin three-dimensional practice teaching.

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