

Research on the "Double Ring" Mode of Cultivating Innovative and Entrepreneurial Marketing Talents under the Integration of Industry and Education

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Abstract

With the continuous development and wide application of Internet information technology, the cultivation of innovative and entrepreneurial marketing talent is related to the success of an enterprise. To cultivate such high-quality marketing talents, instead of taking traditional training mode, universities must exploit its advantages and adopt the mode of integration of industry and education, which is guided by the market demand of marketing talents. Hereto, we have constructed the "double ring" mode and studied the problems of cultivating the innovative and entrepreneurial talent of marketing under the integration of industry and education.

Keywords

Talent cultivation mode, innovative and entrepreneurial talent, marketing, integration of industry and education.

1. Introduction

With the continuous development and wide application of Internet information technology, market competition is getting more and more fierce. The success of marketing is closely related to the success of a business, and the key to success is marketing talents. Nowadays, what companies truly need are talents with innovative and entrepreneurial qualities and capabilities, not marketing talents in the traditional way. Therefore, how can universities adapt to the changes in the market demand and cultivate innovative and entrepreneurial talents are the urgent problem that needs to be solved. This article studies the problems and problems of marketing talent cultivation mode under the integration of industry and education, which can hopefully benefit for universities to cultivate innovative and entrepreneurial talents of marketing.

2. Summary of Research on Innovative and Entrepreneurial Marketing Talents

In China, research on the cultivation of innovative and entrepreneurial marketing talents began in 2006. Through searching keywords of "innovative and entrepreneurial marketing talents" on CNKI HowNet, 71 relevant research articles had been retrieved. By inputting the compound keywords of "integration of industry and education + innovative and entrepreneurial marketing", only the "Research on the Reform of Cultivation Mode of Innovative and Entrepreneurial Marketing Talents" written by Lu Manwen and Lin Guochao (Journal of Harbin University, Oct 2019) and the "Exploration of Innovation and Entrepreneurial Talent Cultivating Mode of ordinary Universities Based on Industry and Education Cooperation - taking marketing major of Mudanjiang Medical College as an example" written by Yang Yujun and Shi Dongju (vocational education, Oct 2018).

Visual quantitative analysis was made as shown in Figure 1 and Figure 2:

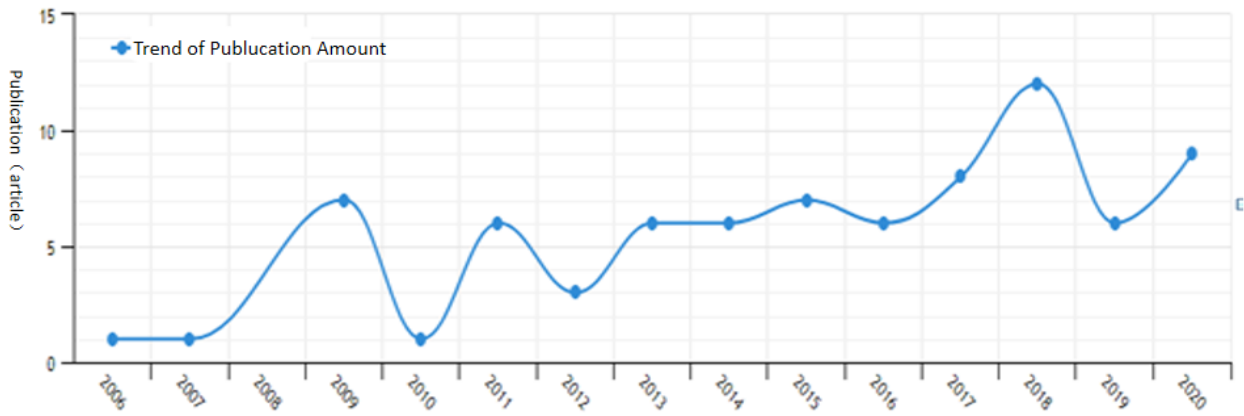


Figure 1: Overall trend analysis chart

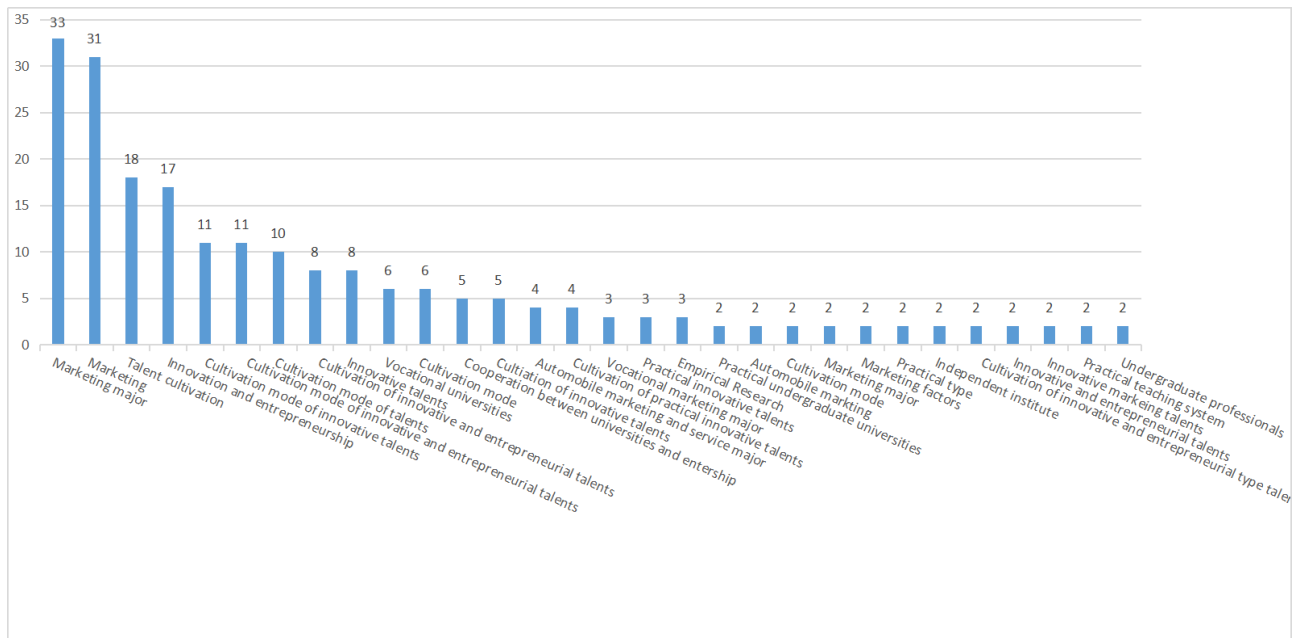


Figure 2: Distribution of main topics

As the result, we can be aware that scholars do not attach great importance to the research on the cultivation of innovative and entrepreneurial marketing talents. Not only are there few results, but the research is not thorough enough.

Now, the Chinese universities, especially local universities, are in a period of talent cultivation reform and transformation. In 2018, Chinese Ministry of Education convened the New Era National Undergraduate Education Work Conference for Colleges and Universities and put forward the requirements to "take undergraduate education as the foundation", accelerate the construction of high-level undergraduate education, and comprehensively improve talent cultivating capabilities. Talent cultivation is highly application-oriented, which means colleges and universities cannot cultivate innovative and entrepreneurial marketing talents themselves. The integration of industry and education is an effective way to improve the quality of talent cultivating and to solve problems like convergence, lack of characteristics, and weak capabilities.

3. Current Status of Research on Innovative and Entrepreneurial Marketing Talents

3.1. Characteristics

3.1.1. Behavioral Purpose

Compared with general marketing talents, the marketing behavior of innovative and entrepreneurial marketing talents has a clear purpose, which is not simply to accomplish marketing goals but to accomplish goals creatively.

3.1.2. Advanced Thinking

Talents should have innovative thinking. That means before marketing activities are carried out, they always think creatively and come up with one or several sets of plans in advance.

3.1.3. Break the Usual

Innovative and entrepreneurial marketing talents are never limited to traditional marketing practices. They like to break the routine and programmatic practices and seek more effective and efficient marketing methods.

3.1.4. Outcome Value

Innovative and entrepreneurial marketing talents can always achieve more obvious and specific value than others and create greater benefits to the economy and society.

3.2. Current Status

With the development of the times and the change of the employment market, colleges and universities in China are constantly adjusting and changing the process of cultivating marketing talents. There are roughly three stages of development: at the beginning, it paid attention to the sales knowledge and ability in the process of marketing activities, then it focusing more on marketing theory knowledge and marketing research ability, and finally emphasize marketing theory knowledge and marketing knowledge application ability.

After entering the 21st century, especially after Premier Li Keqiang put forward the call of "mass innovation and entrepreneurship", innovation and entrepreneurship activities have sprung up and developed across the country. With the development of the Internet and artificial intelligence technology, the growing need of innovative marketing talents for enterprises to win in the market, and the growing demand of entrepreneurial marketing talents for undergraduate entrepreneurship are putting pressure on the colleges and universities and requiring attention on cultivating innovative and entrepreneurial talents of marketing. But so far, no university in our country is positioned to cultivate such talents. The research on the cultivation of innovative and entrepreneurial marketing talents is still in the primary stage. Only some enterprises have carried out some training practices based on their needs for marketing work.

3.3. Main Training Problems

The main reason why Chinese colleges and universities did not focus on cultivating innovative and entrepreneurial talents are as following:

3.3.1. Lack of Understanding of Innovative and Entrepreneurial Marketing Talents

The cultivation of innovative and entrepreneurial marketing talents is a relatively new concept. What kind of marketing talents can be regarded as innovative and entrepreneurial talents, how to define the standards of talent cultivation, and how to cultivate are all the main problems. For colleges and universities, it is lack of basis and reference and difficult to understand.

3.3.2. Talents are not Cultivated based on the Needs of Enterprises

Colleges and universities do not understand deep enough of the demand of enterprises. They mainly cultivate marketing talents per their own cognition and resources. That leads to the

mismatch between the cultivation and real needs of marketing talents, and it is difficult for colleges and universities to take the initiative to cultivate them.

3.3.3. Cultivation of Marketing Talents by the Integration of Industry and is Limited to Superficial Formalism

The applied characteristics of marketing talents are very prominent. Although colleges and universities are also trying to integrate industry and education in the process of cultivating marketing talents, they cannot achieve real integration and satisfy the cooperation needs of both industry and education. For example, colleges and universities have lots of requests for enterprises, and the returns are limited to providing graduates, but enterprises have more choices in obtaining graduates. It leads to inequality and negativity in cooperation, and result in the cultivation of marketing talents by the integration of industry and education as a formality. Without the support of industry, colleges and universities will not be able to cultivate innovative and entrepreneurial marketing talents.

3.3.4. Did not Build a Practical Platform for the Cultivation

The cultivation of innovative and entrepreneurial marketing talents must rely on the practice platform. By marketing theory and a small amount of marketing practice activities, colleges and universities cannot meet the requirements of cultivating innovative and entrepreneurial marketing talents. Only by setting up a practical platform of universities, industry and society, a good environment can be provided for cultivation. However, colleges and universities have not built such a platform up to now.

3.3.5. No Good Cooperation Mechanism has been Established

The training of innovative and entrepreneurial marketing talents requires the cooperation of universities, governments, enterprises, society, and other parties. At present, colleges and universities have not established a suitable cooperation mechanism, which causes difficulty in solving cooperation issues. Generally, universities are willing to cooperate, but the government, industry, enterprises, and society are not. The enthusiasm of each partner cannot be aroused.

3.3.6. Teaching Faculty is not Strong Enough

The key to the cultivation of innovative and entrepreneurial marketing talents is the teaching faculty. Many teachers have rich theoretical knowledge, but their practical ability is not strong, and their innovative and entrepreneurial marketing experience is lacking. Without a faculty team with innovative and entrepreneurial marketing capabilities, it is impossible to cultivate high-quality innovative and entrepreneurial marketing talents.

4. Influencing Factor of Cultivating Innovative and Entrepreneurial Marketing Talents

4.1. Marketing Talent Training Concept

Market competition is changing rapidly, and the innovation of marketing activities has never stopped. Entrepreneurship needs the support of innovation, and innovation needs entrepreneurship to achieve. Whether it is the needs of the marketing or the needs of successful entrepreneurship, innovative and entrepreneurial marketing talents are essential. The cultivation of innovative and entrepreneurial marketing talents requires the establishment of correct concepts: first, colleges and universities must establish the educational concept of cultivation, and second, students must have the idea of becoming innovative and entrepreneurial marketing talents. Only in this way can the cultivation of innovative and entrepreneurial marketing talents proceed smoothly.

4.2. Cultivation Plan

The cultivation plan is the basis for training marketing talents. In the process of cultivating marketing talents, if colleges and universities fail to make a high-level training plan, it loses the basis and direction of training. When making plans, many colleges and universities are always thinking about problems only from their own perspectives, which will restrict them to make a high-level training plan. The formulation of a high-level talent training plan depends on the integration of industry and education. Only when schools, governments, enterprises, industries, and society work together and adopt opinions and suggestions from each other, a high-level innovative and entrepreneurial marketing talent training plan can be made.

4.3. The Setting of Curriculum System

The cultivation of innovative and entrepreneurial marketing talents needs to be implemented by the curriculum system eventually. The cultivation requires an overview of the overall situation, a broad theoretical basis for marketing, extensive knowledge and unique marketing capabilities. In order to cultivate outstanding innovative and entrepreneurial marketing talents, colleges and universities must implement them into a relevant curriculum. Through the connection and combination of all the courses, we can improve the innovation and entrepreneurship quality and ability of marketing talents.

4.4. Construction of Teaching Faculty

The training of innovative and entrepreneurial marketing talents requires a high-level faculty. As the saying goes: "A strong general has no weak soldiers" and "A wise goose never lays a tame egg". If there are no high-level marketing teachers with innovation and entrepreneurship capabilities and they only know how to teach marketing knowledge by books, it is impossible to cultivate excellent innovative and entrepreneurial marketing talents. Colleges and universities must reform the marketing faculty and improve the innovation and entrepreneurship capabilities of marketing teachers in order to make them qualified for the training of marketing talents.

4.5. Training Method

The training method is an effective way to achieve talent training. Innovative training methods must be used in the training of innovative and entrepreneurial marketing talents. If we still use the traditional method, we can't cultivate outstanding marketing talents. Colleges and universities are required to vigorously promote the reform of training methods, and explore the suitable methods for the cultivation of innovative and entrepreneurial marketing talents, such as the hybrid method of offline and online teaching, the combination of on-campus and off-campus teaching, and so on.

4.6. The Selection of Training Path

The path of marketing talent training refers to the way or scheme to achieve the goal of marketing talent training. In the process of training innovative and entrepreneurial marketing talents, the effect of training will be different if the path selection is different so that the cost of achieving the same goal is also different. We should try to find a training path with the shortest time and the least cost.

5. Construction of Training Mode of Innovative and Entrepreneurial Marketing Talents based on the Integration of Industry and Education

The training of innovative and entrepreneurial marketing talents must integrate the resources of education and industry. We need to be guided by the market demand of marketing talents, relied on the "hands" of the innovation and entrepreneurship practice platform to form a

"double ring" interaction. Only in this way can we cultivate high-quality marketing talents that meet the needs of the talent market. In this regard, we have designed a "double ring" innovative and entrepreneurial marketing talent training mode that integrates industry and education, as shown in Figure 3:

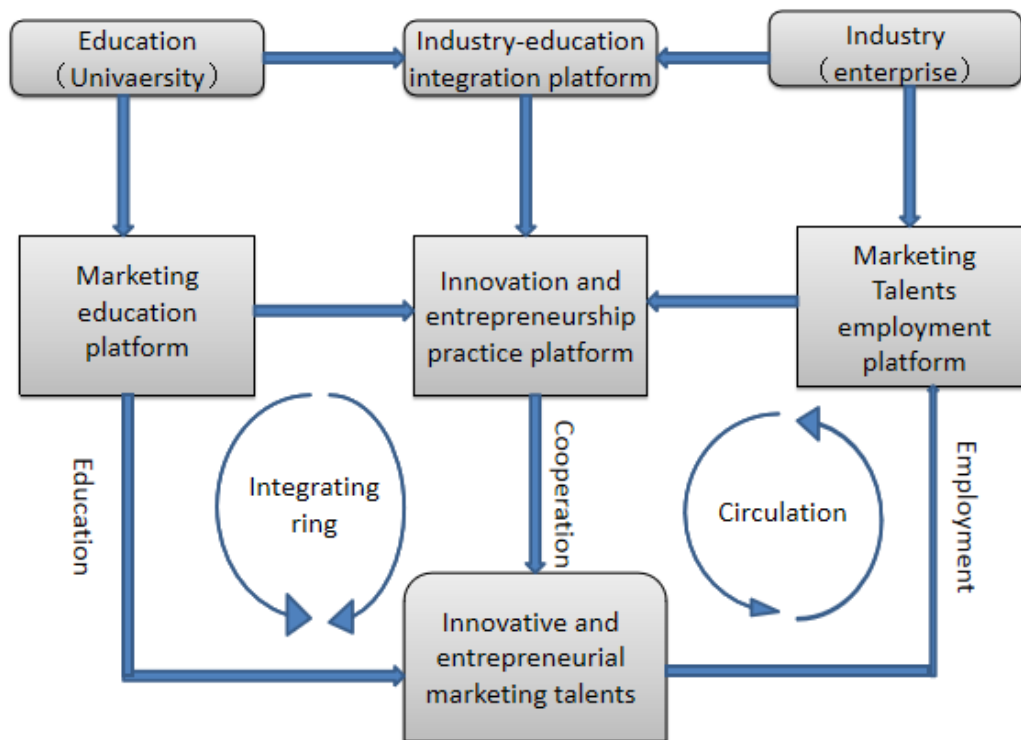


Figure 3: The "Double Ring" mode of cultivating innovative and entrepreneurial talents of marketing under the integration of industry and education

5.1. Industry-education Integration Platform is a Regulator to Solve the Contradiction between the Supply and Demand of Innovative and Entrepreneurial Marketing Talents

Colleges and universities often fail to consider the actual needs of the talent market in the training of marketing talents. As a result, the talents cultivated by schools do not meet the requirements of employers, and it is difficult to find the talents that employers really want. If universities and industries can build an integrated platform, universities can obtain information about the industry’s demand for marketing talents at any time, and the industry can also understand the problems that universities have in the training of marketing talents. The two parties can jointly resolve the contradiction between supply and demand through communication, and ensure that the marketing talents cultivated by universities meet the needs of the market and that the industry can obtain the marketing talents it needs. In this way, the industry-education integration platform acts as a regulator of the contradiction between the supply and demand of marketing talents.

5.2. The Innovation and Entrepreneurship Practice Platform is a Processing Factory for Cultivating Innovative and Entrepreneurial Marketing Talents

Innovative and entrepreneurial marketing talents cannot be cultivated by only knowledge teaching or marketing activities. They need not only a deep theoretical foundation but also innovative marketing practices. The innovative and entrepreneurial practice platform

combines the advantages of universities and industries, plays the role of a processing factory, and continuously cultivates innovative and entrepreneurial marketing talents

5.3. The "Double Ring" Mode is the Guarantee for Achieving the Goal of Training Innovative and Entrepreneurial Marketing Talents

"Double rings" are formed in the mode of cultivating innovative and entrepreneurial marketing talent under the integration of industry and education. One is "integrating ring", which refers to the integration of educational and industrial resources, and provide more adequate and high-quality resource for the cultivation. The other one is "circulation", which refers to the dynamic combination of talent supply of school and talent demand of industry for marketing talents to form a talent supply and demand cycle. The university trains marketing talents according to the needs of industry and assign them to the industry, which can be considered as a first cycle. The industry is dissatisfied with the employee and puts forward new demand for talent for the university. The university upgrades its training, improves the quality of talent, and then sends talents to the industry to complete the second cycle. With this continuous cycle, the quality of talent training will continue to be improved, and the "cycle" plays an important role in guaranteeing the quality of talent training.

6. Strategies for Cultivating Innovative and Entrepreneurial Marketing Talents under the Integration of Industry and Education

6.1. Change the Concept of Marketing Talent Training

The concept of talent training is an important factor that affects the talent training behavior of colleges and universities. For a long time, colleges and universities have always been self-centered in the process of marketing talent training, so that the training emphasizes only theory learning and knowledge transfer, ignores practice, knowledge application and innovation. The trained talents are not capable of adapting to changes in the marketing environment and cannot have innovation in marketing practices. We need to change the traditional concept of talent training, establish the concept of integrating industry and education, market-oriented, and contingency talent training, etc. Only by changing the concept of marketing talent training can we innovate the talent training mode and cultivate high-quality innovative and entrepreneurial marketing talents.

6.2. Adhere to the Integration of Industry and Education

At present, the cultivation of marketing talents is facing difficulties such as how to transform to the training of application-oriented talents, how to improve the quality of marketing talents and how to cultivate innovative and entrepreneurial marketing talents. It is difficult for colleges and universities to solve these problems on their own. However, the industry can provide sufficient marketing practice opportunities, teachers with rich marketing practical experience and skills, and rich typical cases of marketing problem solving to universities. It can effectively help to solve the problems faced by universities and provide a guarantee for the cultivation of innovative and entrepreneurial marketing talents.

6.3. Consolidate the Training Resource of Education and Industry

Colleges and universities generally face the problem of insufficient resource input in the training of marketing talents. The resources needed for the training of innovative and entrepreneurial marketing talents cannot be solved entirely by universities. The first reason is the limited ability of universities to invest in training resources. The second reason is that even if universities have the ability to invest in resources, some resources are not available to find by them. Therefore, in order to train qualified innovative and entrepreneurial marketing talents,

colleges and universities must integrate the educational resources with industrial resources through the integration of industry and education to meet the needs of talent cultivation.

6.4. Relying on the "Demand-training" Cycle to Improve the Quality of Talent Training

It is the basic responsibility of universities to improve the quality of undergraduate talent training. And how to improve the quality of marketing talent training is a difficult problem faced by colleges and universities. Colleges and universities always consider the issue of marketing talent training from their own perspective which is a big misunderstanding. The quality of marketing talents should not be determined by universities, but by the demand side. In the process of improving the quality of marketing talent training, colleges and universities should set the training standards according to the needs of the talent market. When the market demand for marketing talent changes, colleges and universities need to redefine new training standards. In this way, the quality of marketing talent training will be continuously improved in the "demand-training" cycle, and fundamentally solve the problem of improving the training quality of marketing talents.

6.5. Regarding Innovation and Entrepreneurship Practice Platform as the Cornerstone of Achieving Talent Training Goals

The training of innovative and entrepreneurial marketing talents requires an innovation and entrepreneurship practical platform as the cornerstone. With this practice platform, colleges and universities can integrate the advantages of educational and industrial resources to lay a solid foundation for the cultivation of high-level innovative and entrepreneurial marketing talents. Students can acquire many opportunities to solve actual marketing problems from the platform, use the marketing knowledge that they learned from class to solve actual marketing problems, and constantly gain new knowledge, as well as innovation and entrepreneurship capabilities. Then they can truly cultivate high-level innovative and entrepreneurial entrepreneurship talents.

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