

Research on Ideological and Political Reform of E-Commerce Course in Higher Vocational Colleges Based on True Public Welfare Projects: A Case Study of E-Marketing Practice Course

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Abstract

At present, the cultivation of e-commerce talents in Higher Vocational Colleges in China is biased towards the realization of business objectives, lacking the education of students' ideological and political education and professional quality, and it is difficult to cultivate talents who really meet the needs of society. This paper proposes to carry out ideological and political reform in the implementation of core courses of E-commerce Specialty in the light of real public welfare projects, and to take the course of "Network Marketing Practice" as a pilot to carry out the practice, effectively enhance students' scientific values, professional ethics, and shape more perfect e-commerce talents. The results and experience of the study can be popularized in the field of similar personnel training, and can be used for reference in the ideological and political reform of other professional courses in Higher Vocational colleges.

Keywords

Curriculum politics, Higher Vocational Colleges, Network Marketing, Talent Training.

1. Introduction

Currently, the "Ideological and Political Reform of Professional Courses" is still in the pilot or trial stage within the scope of our universities, and we are facing many opportunities for exploration. In 2017, Jinliuhe et al. published the article "Several Thoughts on Course Ideology and Politics" in modern vocational education, and put forward their own understanding of the work of Course Ideology and Politics in Higher Vocational Colleges [1]. In January 2018, Shi Lei, a professor at the School of Economics, Fudan University, taught an elective course "Economy and Society", which effectively integrated ideological and political elements into the curriculum and produced a good comprehensive teaching effect.

However, there are still some problems in the course Ideological and political reform of e-commerce talents training in Higher Vocational colleges: curriculum ideological and political education is a brand-new subject of teaching and research, and there is no research basis for reference in the course of e-commerce in Higher Vocational colleges; how to avoid rigid overlapping and influence the teaching effect while integrating the content of Ideological and political education into professional teaching? It has become the most important problem in the ideological and political work of curriculum [2].

This research puts forward that the promotion of a genuine public welfare theme project should be the basis of curriculum practice. In the network marketing practice of public welfare projects, various kinds of socialist core values and excellent traditional Chinese culture education contents should be integrated, realize the organic unity of Ideological and political education and professional knowledge system education [3].

2. Thoughts on Ideological and Political Reform of Electronic Commerce Course

By designing the network marketing practice of real public welfare projects and supplementing and optimizing the ideological and political content of the course of "network marketing practice", students can not only learn a whole set of knowledge and skills of network marketing in the course of network marketing learning, but also get ideas from the training of Public Welfare Promotion projects. To upgrade and establish a more perfect moral system, a more perfect personality and more correct values, so as to achieve the goal of Ideological and political reform of the curriculum.

This research makes the course of "Network Marketing Practice" not only focus on skill training, but also on the cultivation of students' thoughts and qualities, which is a beneficial improvement and optimization of the course. The students trained have not only excellent professional knowledge, but also high moral and ideological awareness, which is in line with the current industry and society's demand for compound talents.

3. Research Contents of Ideological and Political Reform in E-commerce Specialty Course

Put forward the idea of curriculum ideological and political reform based on the promotion of a genuine public welfare theme project, incorporating various socialist core values and excellent traditional Chinese culture education content into the network marketing practice of public welfare projects, and realizing the organic unity of Ideological and political education and knowledge system education.

Designing the network marketing project with the theme of public welfare and the ideological and political content of the course of "network marketing practice", and studying the integration of the work content of "public welfare network marketing project" and the ideological and political teaching content of the course "network marketing practice";

Designing quantitative indicators for teaching evaluation of Ideological and political content in the course of "Network Marketing Practice". Applying the above design in the course and evaluating the final teaching effect.

4. Design Scheme of Ideological and Political Reform for E-commerce Specialty Course

4.1 The Target Requirement and Specific Path of Course Ideological and Political Education

Through the design of Ideological and political reform around the "public welfare theme network marketing project", the objectives, requirements and specific paths of the course "network marketing practice" are clarified.

Through the practice of curriculum design, students can get the improvement of ideological awareness from the training of Public Welfare Promotion projects, and establish a more perfect moral system, a more perfect personality and a more correct value system.

Through the ideological and political reform of the course, enrich and optimize the content of the course of "network marketing practice", and make the course into a compound course with ideological and political teaching value.

4.2 Ideological and Political Reform Design of Network Marketing Course

Firstly, the course content, the characteristics of knowledge points and abilities, and the learning situation of the course are deeply studied, and the curriculum chapters suitable for the integration of Ideological and political education and moral education are excavated to establish the content objects of the ideological and political reform of the course.

Take network micro-classroom management software, WeChat public platform and other current students' favorite small tools as the classroom micro-platform. And use the interactive functions of

sharing, commenting and praise of these tools to strengthen the dissemination and teaching effect of Ideological and political content, and guide students to establish a correct outlook on life and values. Specific teaching process: Through the application of Wechat Public Platform, teachers can decompose the tasks of the public welfare network marketing project for students to identify in groups. Students can submit work training results and homework materials through Wechat Platform. Teachers can directly comment on the completion of students' work tasks in Wechat Public Platform. And assessment and homework correction. The specific process is shown in Figure 1 below.

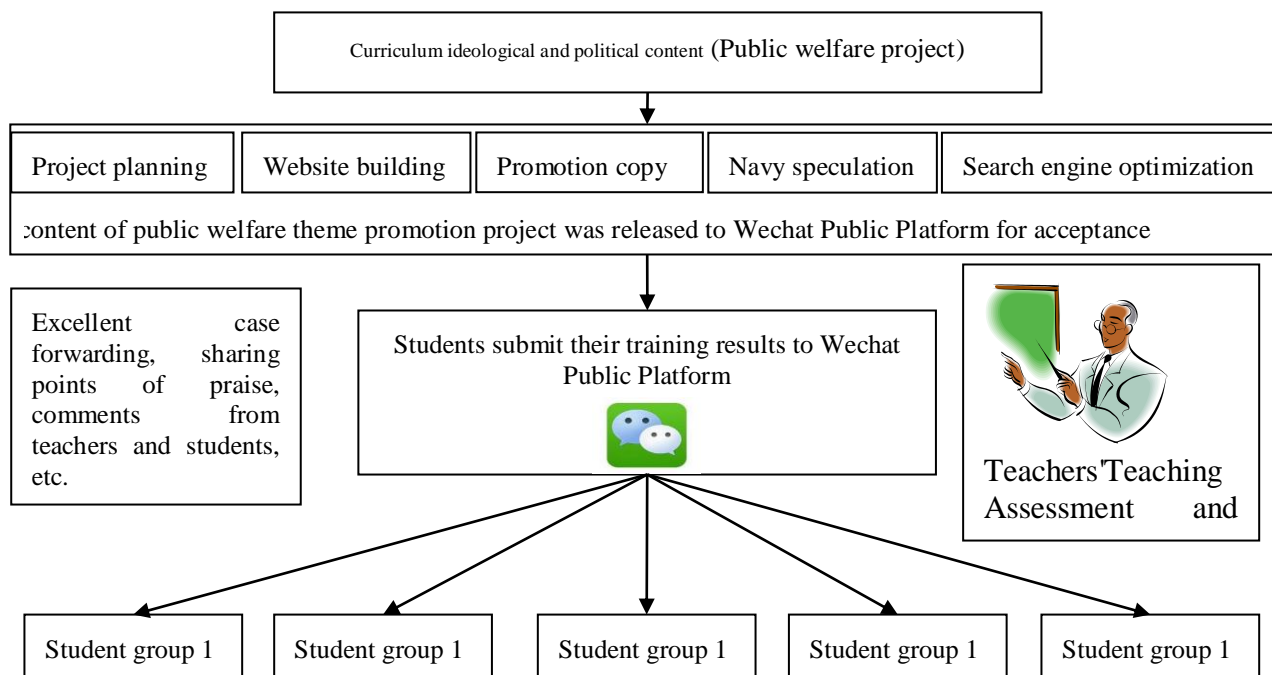


Figure 1. Ideological and Political Content Design of Courses

Teaching effectiveness evaluation

- A. In the course of teaching, students should be guided to carry forward the socialist core values and care about the development of the country and society by incorporating elements related to the course contents, such as historical allusions, current political news, social hot spots.
- B. Introduce rules and regulations such as enterprise management system, laws and regulations, carry out civilized etiquette, behavioral norms and habit formation education, and guide students to strengthen discipline consciousness, civilized consciousness and develop good habits.
- C. In homework corrections, we should properly increase the evaluation and guidance of students' classroom performance, professional knowledge and daily behavior, broaden the carrier of teacher-student interaction through network micro-tools, and guide students to be good, diligent and self-disciplined.

5. The Implementation of Ideological and Political Reform in the Course of Electronic Commerce Specialty: A Case Study of "Network Marketing Practice-Viral Marketing Unit"

5.1 Overview and Thoughts on Reform of Ideological and Political Unit of Curriculum

Network marketing practice is the core course of e-commerce specialty. Its main contents include more than 10 practical skills of network marketing, such as "marketing website", "viral network marketing", "search engine marketing", "social network marketing", "email marketing" and "network advertising marketing". Among them, "viral network marketing" is the most popular method of network marketing in the current e-commerce industry. The knowledge and skill points of the course

unit include viral marketing scheme planning, pathogen design and manufacture, viral marketing plan implementation, marketing project tracking and effect evaluation.

Through the design of viral marketing curriculum for micro-films, the research team enables students to publicize campus culture and school brand as marketing objectives, and self-acting micro-films with the theme of beautiful campus and healthy life. With this micro-film as the pathogen, viral marketing is carried out in students' social network to achieve the goal of promoting campus beauty and school brand. Students experience the whole process of viral marketing in the process of viral marketing planning, shooting, implementation and evaluation, and master the corresponding knowledge and skills [4].

5.2 The Source of the Public Welfare Project of Course Ideology and Politics

Wenzhou Vocational and Technical College was formed in 1999 by the merger of Wenzhou Business School, Wenzhou Economics School, Wenzhou Machinery Industry School, Wenzhou Amateur University of Science and Technology and other four key secondary schools at the national and provincial levels. Its educational history can be traced back to 1965. Now it is the national demonstration vocational colleges, the key vocational colleges in Zhejiang Province, the top 50 universities with typical experience of innovation and entrepreneurship in China, the advanced vocational education units in China, the civilized units in Zhejiang Province, the first batch of modern apprenticeship pilot units of the Ministry of Education, and the first batch of four-year higher vocational education personnel training pilot colleges in Zhejiang Province. In recent years, it has won "Top Ten Innovative Vocational Colleges in China", "National Public Creative Space", "Excellent Public Creative Space in Zhejiang Province", "Top 50 Colleges and Universities Contributing to Higher Vocational College Services in 2015 and 2016", "Top 40 Influencing Power of Higher Vocational Colleges in China", "Advanced List of Innovative and Entrepreneurial Education in Higher Vocational Colleges in China in 2015". Honorary titles such as "National Top 100 College Students' Entrepreneurship Association" and "Top 100 Colleges of New Media in Chinese Vocational Colleges". In June 2016, the Ministry of Education held a press conference on the reform and development of higher vocational education and the construction of high-level vocational schools. The schools were invited to introduce their typical experiences. In July 2017, the top 50 universities with typical experience of innovation and entrepreneurship in China were invited to do typical promotion.

However, students know little about the advantages and achievements of the school's teaching reform in recent years. Even some students do not understand the strict teaching management and positive teaching evaluation is good for the students. Therefore it is very necessary to insert the relevant project practice content in the course teaching, which aims at publicizing the beautiful campus and healthy life of the school, so as to establish the school-running brand among the college students in the higher education park.

5.3 Instructional design

5.3.1 Unit foundation design

Knowledge points: the concept of viral marketing, the characteristics of viral marketing, the process of viral marketing, and the skills of viral marketing planning; Skills points: viral marketing planning ability, viral marketing implementation ability, viral marketing evaluation ability; Teaching focus: the planning and implementation evaluation process of viral marketing, viral camp Practical marketing skills.

Teaching Difficulties: Students are not familiar with the shooting skills of microfilm, and it is difficult to plan and implement viral marketing of microfilm and evaluate the data in the later stage.

5.3.2 The course plan for a 120-minute three-class unit is shown in Table 1.

Table 1. Design of Viral Marketing Unit Teaching Plan

step	Teaching Content and Situational Design	teaching ethod	Teaching means	Student activity	Time allocation
Import	Taking the classic case of viral marketing-the viral marketing of Yiyun mineral water baby roller skating video as the introduction, the case design and effect of viral marketing are analyzed and introduced.	Questioning and heuristic teaching	Multi-Media	Listen to the lecture	10
Knowledge Teaching 1: Viral Marketing Concept	Knowledge: 1 Describe the concept, characteristics, process and practical skills of viral marketing	teaching method, demonstration method	Multimedia, Demonstration Operating Method	Listen and participate in discussion	15
Project Training 1: Viral Marketing Training of Campus Culture Microfilm	Project tasks: training mission: With the promotion of campus culture and school brand as the marketing goal, and with the theme of beautiful campus and healthy life as the self-directed micro-film, and with this micro-film as the pathogen, viral marketing is carried out in students' social network in order to achieve the publicity goal of campus beauty and school brand. Students experience the whole process of viral marketing in the process of planning, shooting, implementing and evaluating viral marketing, and master the corresponding knowledge and skills. specific requirement: In the first lesson: compile viral marketing plan of micro-film according to template requirements; in the second lesson (going out): shoot micro-film according to plan: 5 minutes, clear theme, positive energy; in the third lesson: plan revision, video production; in the next unit: pathogens of viral marketing according to plan. Volume delivery, promotion, forwarding and evaluation; Next unit: collecting viral marketing data and compiling viral marketing implementation evaluation report.	Analysis, discussion and Practice	Demonstration operation	Participate in discussion	55
Project discussion: sample report, teacher comment	Sampling lectures and teacher comments, focusing on: publicizing the beautiful campus of the school, clear theme of healthy life; video stories in line with customer group characteristics analysis; planning technology is feasible	teaching method, demonstration method	Multimedia, Demonstration Operating Method	Listen and participate in discussion	30
Summary	The Concept of Viral Marketing Characteristics of Viral Marketing The Process of Viral Marketing Viral Marketing Planning Skills				5
Job layout	We will further optimize the video production after class, and bring it to the next class for release, tracking and evaluation.				5

5.3.3 Design of Teaching Assessment Indicators

Network Video Access (20 points), Network Video Forwarding (40 points), Video Comment Quality (10 points), Video Quality (20 points), Document Quality (10 points)

5.4 Implementation effect

Video screenshots of some students' homework, as shown in the figure 2.



Figure 2. Video screenshots of some students' homework

Screenshots of viral marketing effectiveness evaluation for some students, as shown in the figure 3.



Figure 3. Screenshots of viral marketing effectiveness evaluation for some students

6. Teaching Summary and Reflection

6.1 Research overview

Viral marketing is a popular way of social network marketing online and offline. Its greatest feature is that the information of the packaged propaganda target is transmitted through the social relationships of the audience groups. Viral marketing communication hardly needs cost, and the biggest sunk cost lies in the early planning and the later tracking analysis. Therefore, viral marketing is very suitable for the implementation of public service propaganda projects, and similar public service projects to publicize University brands are also very suitable for students to learn viral marketing as a real positive energy theme for teaching implementation. The content of the project completely covers the knowledge points and skills points related to the teaching theme, and achieves the perfect teaching effect [5].

6.2 Form of research results

The overall design of the curriculum: with the trinity of value shaping, ability training and knowledge imparting as the curriculum objective, combined with the actual teaching content of the course "Network Marketing Practice". And taking the public welfare theme network marketing project as the integration point. A set of teaching methods and carrier channels are designed, as well as relevant teaching methods to evaluate the teaching effect of moral education penetration. Design of learning evaluation criteria.

New curriculum teaching plan: On the basis of the curriculum design plan of "Network Marketing Practice", the new curriculum teaching plan is supplemented and optimized with the characteristics of "Ideological and Political Reform of Professional Courses" as the core.

Typical case base and materials reflecting the effect of reform: several typical cases (including videos, photographs, words and other forms) of "Ideological and Political Reform of Professional Courses" carried out in this course; feedback and perception of students in this course, evaluation of the effect of curriculum reform implementation, and other materials reflecting the effect of reform.

6.3 Research Benefits and Reflections

To achieve the expected objectives of the project, the ideological and political reform and improvement of the content of the course "Network Marketing Practice" have been carried out. Students can not only learn a whole set of knowledge and skills of network marketing in the course of learning network marketing, but also get the improvement of ideological awareness from the practical training of public Welfare Promotion projects, establish a more perfect moral system, a more perfect personality and a more correct price. In order to achieve the goal of Ideological and political reform of the curriculum. However, because ideological and political education is a new topic of teaching reform and research, many contents are still in the process of exploration. This study still lacks the thinking and design of differentiated teaching in the teaching of students with different abilities and ideological awareness, which will be the focus of the research team in the next research work on Ideological and political reform of professional courses.

Acknowledgements

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