

E-commerce New Media Marketing Talent Demand Analysis and Talent Training Process Research based on "Integration of Production, Teaching and Research"

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Abstract

This study investigates the E-commerce industry, It is found that the talent demand of E-commerce enterprises is rapidly changing from "traditional E-commerce talents" to "new media marketing talents". The knowledge and skills standards of new media marketing talents are defined. This paper points out the common problems existing in the traditional E-commerce personnel training in domestic higher vocational colleges. On the basis of the existing teaching resources, this paper proposes the design of E-commerce new media marketing talent training process based on the integration of production, teaching and research, so as to cultivate new media marketing talents in line with the market demand. The research results effectively solve the problems existing in the training system of E-commerce talents in higher vocational colleges. It has been widely used in college professional teaching and various training of government and enterprise, and achieved good results. The research results and experience can be used for reference by similar research.

Keywords

New Media Marketing; E-commerce; Personnel Training Process; Implementation Plan of National Vocational Education Reform.

1. Introduction

1.1. Research on the Development Background of E-commerce New Media

Network new media including Tiktok, Fast Hand and other live webcast and video sharing platform, WeChat, QQ, Weibo, Facebook, Twitter and other social networking platforms, Today's Headlines, Little Red Book, Knowing and other network content platform, Baidu, Google, 360 search and other modern intelligence search engine composed of the new generation of network media. Different from the traditional e-commerce platform, the social network characteristics of new online media can quickly absorb a large number of readers in a short time. It can be said that "everyone is a news communicator", which has changed people's ideas and even lifestyle, and created new values and changes in consumer behavior. This change urges enterprises to adjust their business strategy and marketing strategy to meet the needs of consumers. A large number of traditional e-commerce enterprises carry out channel transformation through wechat marketing, microblog marketing, search engine marketing, video marketing, online live delivery and other new network media. E-commerce new media marketing talents have become hot talents in the industry talent market. Enterprises are vigorously recruiting e-commerce new media marketing talents who understand the connotation of new media operation, are familiar with various kinds of live video network celebrities, mobile social network application powder absorption, and intelligent search engine ranking optimization.

1.2. Analysis of 20 Policies of Vocational Education of Ministry of Education

On February 13, 2019, the State Council officially issued the national vocational education reform implementation plan, which was referred to as the Ministry of education's 20 vocational education articles by the industry. The ninth and tenth put forward the integration of production and education, school enterprise "dual" education, the unity of knowledge and practice, the combination of work and learning. Among them, the ninth and tenth put forward the integration of production and education, school enterprise "dual" education, the unity of knowledge and practice, the combination of work and learning, the specialty construction around this direction is also the urgent need of teaching reform and transformation in various higher vocational colleges.

2. Analysis of the Current Situation and the Definition of E-commerce New Media Marketing Talents

2.1. New Media Marketing Talent Demand of E-commerce Enterprises

On April 15, 2019, the E-commerce Research Center released the latest "2018 China E-commerce talent survey report". The report conducted questionnaire sampling and online survey on 387 sample E-commerce enterprises in China. The survey enterprises involved platform power sellers and E-commerce service providers who opened stores on Taobao, Tmall, Jingdong, Vipshop, Pinduoduo and other major domestic E-commerce platforms. Among the surveyed enterprises, 54% of the enterprises are in urgent need of new media and community oriented talents (i.e. new media marketing talents), followed by 50% of enterprises in urgent need of traditional operation talents such as Taobao tmall, 32% of enterprises in urgent need of technical talents such as art and video production, 32% of enterprises are in urgent need of marketing talents, 16% of enterprises are in urgent need of supply chain management talents, and 33% of enterprises are in urgent need of compound talents Senior talents, 17% of enterprises are in urgent need of product planning and R & D talents.

2.2. Analysis of New Media Operation Investment of E-commerce Enterprises

The development of e-commerce enterprises no longer relies excessively on one or two platforms, such as Taobao and Jingdong, but instead adopts multi-channel and multi network marketing mode. In recent two years, the speed of Pinduoduo and Wechat stores is very fast, and the new media operation and promotion mode of enterprises is widely used. In terms of new media marketing in 2018, 43% of the surveyed enterprises laid out online celebrities and talents, 69% of them arranged live broadcast, short video and live video, and 53% distributed wechat and Microblog. In particular, compared with 2017, the online marketing application of live broadcast and video has been greatly improved.

The report points out that there are two major contradictions in the development of e-commerce in China: one is the contradiction between the rapid change of e-commerce industry and the shortage of talents; the other is the contradiction between the requirements of enterprises for e-commerce talents and the traditional training mode.

2.3. Definition of E-commerce New Media Marketing Talents

Based on the above research, the definition of E-commerce new media marketing talents is: a new generation of composite E-commerce business, which is based on mastering the general rules of E-commerce, understanding the connotation of new media operation, being familiar with various kinds of live video network celebrity building skills, mobile social network application powder absorption skills, intelligent search engine ranking optimization technology, and other new network and new media operation technology New media marketing talents.

The corresponding post skill requirements of E-commerce new media marketing talents are as follows:

- (1) New media concept: new media concept and connotation, development trend, new media marketing concept, content;
- (2) New media platforms: search engine, wechat, microblog, forum, community, EDM, live video platform, various domestic and cross-border E-commerce and overseas E-commerce platforms, etc;
- (3) New media marketing promotion technology: search engine marketing, microblog marketing, wechat marketing, forum marketing, APP marketing, video marketing, and big data based analysis marketing, which focuses on the methods and skills of powder absorption, drainage, reply, interaction, content update, topic manufacturing and promotion;
- (4) Soft writing: concept, form, writing skills, application of network language, innovation of network language and graphic editing;
- (5) Media production: video shooting, H5 page production, VR design;
- (6) New media operation strategy: new media marketing planning, the integration of new media and traditional media.

According to the above definition, there are great differences between E-commerce new media marketing talents and E-commerce professionals trained in Higher Vocational Colleges in terms of ability requirements and knowledge requirements.

According to the survey of authoritative institutions, in the next two to three years, China's E-commerce new media marketing talent gap will be between 600000 and 800000. However, there are few professionals who are proficient in E-commerce new media marketing skills, and the supply is in short supply. This contradiction between supply and demand is increasingly aggravated due to the rapid development of network new media. Government departments at all levels, enterprises and institutions have an urgent demand for E-commerce new media marketing talents, and the number is huge. In the face of the industry's urgent demand for talents, through the integration of production and education, school enterprise cooperation, rapid adjustment of the traditional E-commerce talent training program, to cultivate E-commerce new media marketing talents in line with the actual needs of the industry and enterprises, has become an opportunity and challenge for the cultivation of E-commerce talents in higher vocational colleges.

3. Related Research and Problems in the Training of New Media Marketing Talents in Domestic Higher Vocational Colleges

3.1. Analysis on the Current Situation of Related Majors in Higher Vocational Colleges in China

With the above problems, we have done a lot of preliminary research on the training methods and achievements of E-commerce new media marketing talents by some domestic scholars. Huang Chunli of Xi'an Institute of translation studies the marketing related majors of Shaanxi private colleges and universities, and takes Xi'an Institute of translation as an example, analyzes the training orientation and ability structure of new media marketing talents, and puts forward the talent cultivation ideas of setting up new media marketing talents training mode in Higher Vocational Marketing Specialty [1]; Zhou Liqin analyzes the traditional talents of vocational colleges The necessity of talent training mode reform, proposed the new media to realize the construction of marketing professional curriculum system, the benefits of curriculum reform, analyzed the problems worthy of attention in the training of New Media Talents in Vocational Colleges [2]; Liu Xuemei combed the research results of network new media higher education, conducted a sample data survey on the network new media occupation market, and on this

basis From the four dimensions of school running concept, curriculum system, teacher construction and teaching platform, this paper thinks about the innovation of the talent training mode of network new media specialty [3]; CAI Kaiqi of Liaoning University finds that network new media presents the characteristics of high frequency of use, great dependence and lack of media literacy among college students, which is a new challenge to the construction of campus culture Opportunities and challenges. It is proposed that colleges and universities should give full play to the advantages of new media, highlight the ideological guidance, strengthen the construction of new media professional team, and enhance the overall image of campus cultural media. In the talent training plan of colleges and universities, set up and construct the network new media professional courses to cultivate relevant professionals [4].

It provides a lot of useful research results on how to meet the needs of the new media industry in higher vocational colleges. However, they did not mention the concept of industry education integration, school enterprise cooperation, scientific research feedback teaching complement each other, that is "industry education research integration" to cultivate E-commerce new media marketing talents.

3.2. Problems Existing in the Cultivation of E-commerce Talents in Domestic Higher Vocational Colleges

(1)The school has not formed the E-commerce new media marketing talent training mode based on the "integration of production, teaching and research"

E-commerce itself is an interdisciplinary discipline, among which E-commerce new media marketing has a huge professional span. It has the characteristics of marketing, fashion media, Internet platform application and information technology development. It also needs strong cross-cultural and cross-cultural business communication ability, and even a certain foreign language ability. To cultivate such talents, we need to integrate scientific research resources, industrial enterprise practical project resources, campus training and teaching resources, and innovation and entrepreneurship cultivation resources. At present, most of the domestic higher vocational colleges have set up E-commerce major, but there is no corresponding E-commerce new media marketing talent training process, which can not effectively integrate the complex resources needed for talent training.

(2) There is a shortage of double qualified teachers to meet the training needs of "E-commerce new media marketing talents".

There is a lack of practical E-commerce teachers in higher vocational colleges, and there are few double qualified teachers with practical experience in network new media marketing. This kind of shortage of teachers' team ability also limits the construction of teaching resources and directly affects the teaching effect of current E-commerce talent training.

4. Research Ideas and Innovations

4.1. Research Ideas

Design a "E-commerce new media marketing talent training process based on the integration of production, teaching and research", through the implementation of the process to solve the above problems faced by Vocational Colleges in the current E-commerce new media marketing personnel training; in-depth study of Vocational Education 20 Article 12 of the "multiple measures to create a double qualified teacher team" ideas, relying on the school's E-commerce scientific research institutions We should cultivate and establish a school enterprise cooperation and practical double teacher team in scientific research and social service.

4.2. Innovation

(1) Innovatively put forward the talent training process of "integration of production, teaching and research" and the concept of talent maintenance, develop and provide the latest E-commerce and new media marketing skills training for the society, and provide professional skills recycling service for graduates.

(2) The innovative proposal is to set up a school enterprise Sino foreign cooperation E-commerce new media marketing double qualified teacher team with the core of the school enterprise E-commerce research institute team. On the one hand, it solves the problem of the shortage of dual qualified E-commerce teachers in vocational colleges. On the other hand, the teaching team improves the teaching and research level through various scientific research projects of scientific research institutions, and realizes the teaching of scientific research feedback.

5. Implementation of the Study

5.1. Implementation Basis of Talent Training Process

In the traditional E-commerce talent training system of higher vocational colleges, industry enterprise resources, school training and teaching resources, innovation and entrepreneurship incubation resources, scientific and technological research and development resources of scientific research institutions are relatively independent, lacking a linkage around talent training and linkage. The most typical is that a small number of excellent students enter the laboratory of R & D institutions to engage in real project research and development, while most of them only complete their studies in the training room of the University. Many of them have not visited an industry and enterprise for study until their graduation internship. This is a huge waste of resources for schools and enterprises, and the quality of talent training will be greatly reduced. The knowledge and skill characteristics of "E-commerce new media marketing talents" determine that this traditional talent training mode is unable to cultivate qualified talents.

This research is based on the six modules of "school enterprise cooperation scientific research support platform", "industry education integration practical training platform", "innovation and entrepreneurship incubation base", "professional curriculum system integrating 1 + X certificate pilot system", "teaching resources of international online education platform", "school enterprise cooperation, cross-border joint virtual teacher team". Through the establishment of "E-commerce new media marketing talent training process based on the integration of production, teaching and research", these modules complement each other and work together on the object of talent training - students, so as to finally cultivate "E-commerce new media marketing talents" in line with the talent market demand.

5.2. Design and Implement "E-commerce New Media Marketing Talent Processing Process"

In this study, talent training is regarded as a product production process, so "E-commerce new media marketing talent training process based on the integration of production, teaching and research" is a product production line composed of multiple production workshops. The raw materials are our professional students, and our output products are E-commerce new media marketing talents meeting the market demand. The production process is shown in Figure 1.

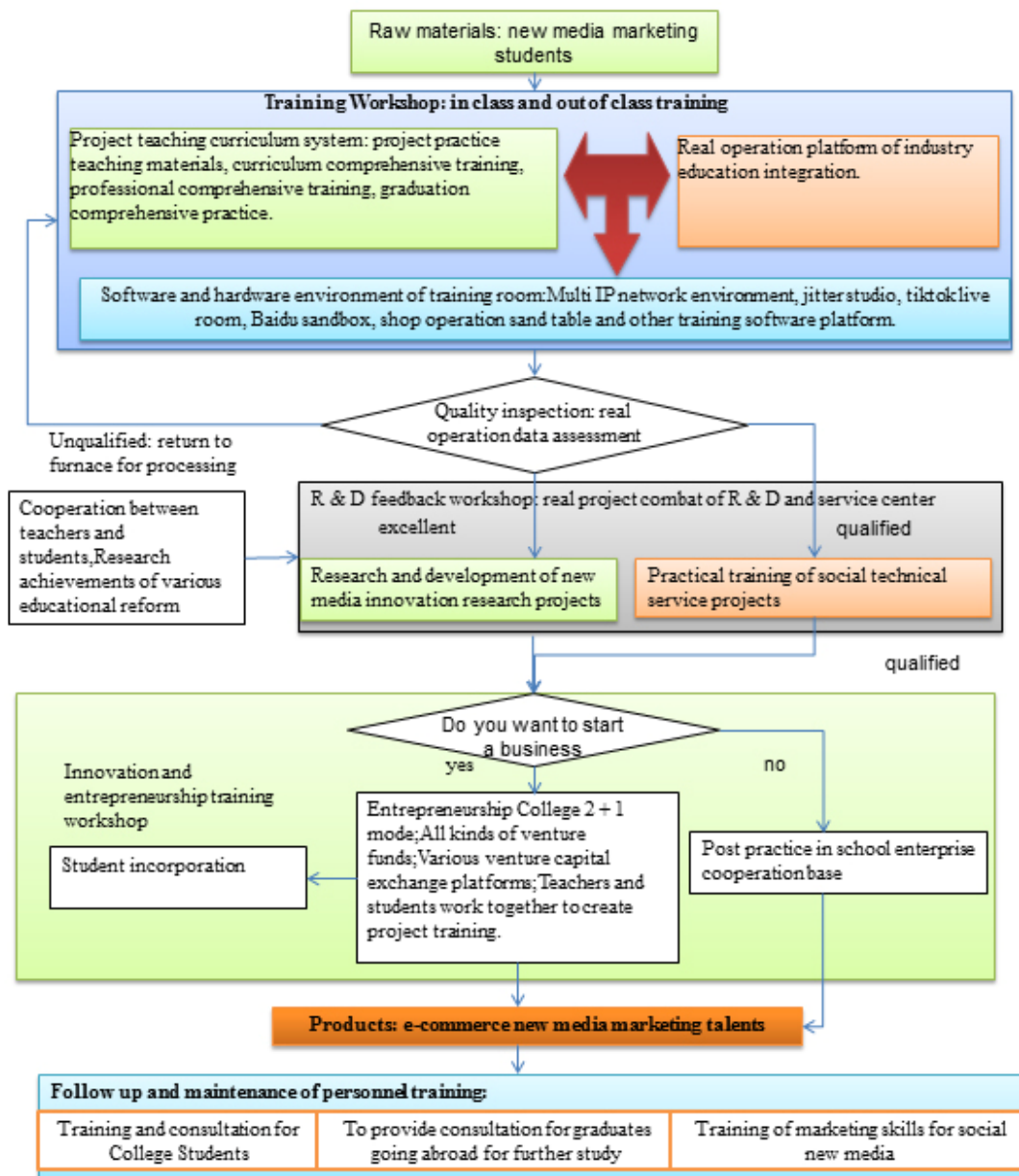


Figure 1: E-commerce new media marketing talent processing flow chart

(1) Freshmen in the "training workshop", through "Project teaching combined with the content of 1 + X certificate examination", "Webcast studio, shaking sound video studio and other practical teaching", "International course online platform", "Real operation platform training of integration of production and education", Learn and master all kinds of professional knowledge and skills of E-commerce new media marketing, expand transnational knowledge and international vision;

(2) At the end of the stage teaching, real new media marketing project operation data assessment is adopted, which is equivalent to the quality inspection link in the enterprise production line. The students who fail to pass the quality inspection will be re cultivated through the recycling process, while the students who pass the quality inspection will enter into the next round of different processing processes according to whether their assessment results are excellent;

(3) According to the quality inspection results of the students, they were sent to the "scientific research feedback workshop" for post alignment practice and real project practice. Among

them, the students with excellent quality examination can participate in the development of scientific research projects, while the students with qualified quality examination can participate in the practice of social service projects with relatively low difficulty;

(4) To evaluate the students' marketing skills of E-commerce new media and the quality of innovation and entrepreneurship;

(5) More excellent students with entrepreneurial vision are selected and sent to the "innovation and entrepreneurship workshop" for entrepreneurship training, and the remaining students are sent to the school enterprise cooperation base for internship;

(6) The students have passed the overall evaluation and assessment of the integration of production, teaching and research, and obtained "1 + X certificate";

(7) Talent maintenance plan: E-commerce new media marketing is changing rapidly and platform technology changes frequently, which makes E-commerce new media marketing talents need to keep pace with the times and constantly improve themselves. In view of the above problems, the personnel training system sets up personnel tracking and maintenance links, carries out tracking research on graduates, and carries out retraining back to school when students need it, so as to further enhance social competitiveness.

6. Research Summary

This study found that the demand for talents of E-commerce enterprises is rapidly changing from "traditional E-commerce talents" to "E-commerce new media marketing talents", defined the knowledge and skills standards of E-commerce new media marketing talents, and pointed out the common problems existing in the cultivation of traditional E-commerce talents in most domestic vocational colleges.

In view of the problems existing in the traditional E-commerce talent training of domestic higher vocational colleges, this paper proposes to take the training of "E-commerce new media marketing talents" as the goal, take the integration of production and education, school enterprise cooperation as the means, take scientific research as the support, integrate excellent network teaching resources at home and abroad, and cultivate the comprehensive ability of innovation and Entrepreneurship with certain professional skills and practical experience, international vision "E-commerce new media marketing talents".

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