



Course Construction: Ideological Education in Industrial Marketing

Naiguang Zhang ¹, Yuqing Geng ^{2*}, Nan Zhao ³

¹⁻³ School of Business, Shanghai Dianji University, Shanghai, China

* Corresponding Author: **Yuqing Geng**

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Abstract

Colleges and universities must pay attention to teachers' and students' ideological construction in the course construction. Ideological education is the key to ideological and political construction in colleges and universities. The industrial marketing course has complex content, involving a wide range of disciplines. The ideological construction of the class is of great significance to the teachers' and students' morality. This paper takes the industrial marketing course as the perspective, pointing out the existing problems in the construction of ideological and political construction of the course. It also analyzed these problems, to provide reference and experience to educational practitioners.

Keywords: ideological education; industrial marketing; course construction

1. Introduction

In the new era, the concept of education in colleges and universities requires that attention be paid to the ideological construction. The integration of ideological and political education into the course construction has become an important part of the ideological construction of students in colleges and universities. Colleges and universities should be guided by Marxism, and fully mobilize all kinds of teaching resources to promote the teaching of human education. Combining the new era with the background of the current courses and Marxist theory to innovate and explore better new modes of teaching is necessary.

Industrial marketing is a significant course for marketing majors. The ideological and political education must not be ignored. The teaching link of the course of industrial marketing must be tightly integrated with Marxist theory ^[1]. Although some colleges and universities have been promoting the construction of the ideological construction, they often lack the combination of professional characteristics of the major. As a result, the ideological construction of the carrier is relatively single. There is no perfect safeguard mechanism to make the work of ideological and political education continue. In addition, different teachers do not have the same effect on the ideology construction, and students lack a sense of identity in the relevant courses. This paper will analyze the causes of the existing problems in the ideological education of the industrial marketing course construction and put forward reasonable solutions to these problems. The research in this paper provides a reference for colleges and universities.

2. Obstacles to and reasons for the ideological education

The top-level design and overall planning of the curriculum must be based on Marxist theory as the foundation. It is difficult to meet the requirements of the current course construction without ideological education guided by Marxist theory in today's education system.

2.1. Poor professional relevance and single carrier to course construction

The teaching purpose of the industrial marketing course is to study industrial marketing activities and their regularity. It is a discipline built based on economic science, behavioral science, modern management theory, and other disciplines ^[2]. It is a discipline based on economic science, behavioral science, modern management theory, and other disciplines.

Under the socialist market economy system in the new era, different marketing concepts and modes make the content of the subject more complicated. The teachers are always limited by their major, and it is often difficult for them to grasp the core connotations of ideological education. In addition, the curriculum design of colleges and universities is often based on existing textbooks. The lagging case makes the teaching work not well reflect the current market environment and industrial production process.

2.2. Lack of an appropriate management and assurance system

The leadership team of colleges and universities, as the core department of the ideological position, is a key element in promoting the ideological construction. All decisions should be based on the positioning of the university itself, and the leadership team should develop a model for the continuous promotion of curriculum-based Civic-Political construction in the university^[3]. The propaganda of Marxist theory in colleges and universities is too formalized, and it is difficult to create a great atmosphere to help students understand Marxism deeply. At the same time, it is necessary to strengthen the ideological education of teachers. Teachers as an important link between colleges and students and their role models leading role should not be ignored. In addition, carrying out the course of the ideological education will increase the teachers' teaching pressure. Teachers need to constantly adjust the teaching content under the original work arrangements, and students will also feel more stressed in the process of accepting the new course of the ideological education.

2.3. Students' lack of identification with ideological education

Students in colleges and universities often be more independent and with strong self-awareness. They come into contact with an external environment different from the original educational environment, where various complex factors and the numerous course arrangements in colleges and universities make them suffer from a great deal of pressure in their hearts. For some of the ideological education work arrangements in colleges and universities often seem to be more resistant and exclusionary. These negative emotions out of control will cause bad social impacts^[4]. At last, the target group of ideological education in the course constructions the students. In addition, the target group of ideological education is students in colleges and universities, and all the work should always be focused on the students. The lack of student identification with ideological education will bring great obstacles to the development of ideological education in colleges and universities.

3. Key Initiatives in the course construction of ideological education

3.1. Abandon the old teaching mode and stimulate students' creativity

To carry out the ideological education of course construction in industrial marketing, teachers must ensure that the teaching quality of the original course. The quality of teaching cannot step back, avoiding the empty monotonous reading PPT-style teaching mode and the obsolete knowledge of the textbooks. They must guide the students to participate in the classroom actively. Colleges and universities can use the Internet platform, and constantly introduce more cases of industrial

marketing that fit the current social market well. They should constantly innovate and improve the existing teaching mode, and express the core of ideological education through vivid cases. Colleges and universities should focus on strengthening students' problem consciousness, driving students to ask questions and find answers by themselves, and actively guiding students to utilize Marxist theory combined with practical application scenarios fully. In addition, it is necessary for colleges and universities to actively adopt teachers' suggestions, change the unreasonable aspects of course settings, and reduce the unreasonable aspects of curriculum teaching. Colleges and universities can integrate the existing educational resources to build the industrial marketing course into a new position for the integration of ideological education for teachers and students in the majority of professional fields. It is also necessary to carry out the practical innovation platform of the course to give students more opportunities. Students can make full use of the professional knowledge learned in the classroom and extracurricular life, and truly achieve the combination of theory and practice.

3.2. Improve the teaching management mechanism and balance the pressure on teachers and students

The ideological education of course construction should not bring too much pressure on teachers and students, to actively accept teachers' and students' suggestions widely before the beginning of the course construction. Targeted medication can achieve excellent results. Different colleges and universities can learn and exchange ideas with others who have achieved good results in the ideological education of course construction. It will establish its own management and teaching system. Colleges and universities should also improve the relevant regulations and establish a reasonable reward and punishment mechanism to stimulate the enthusiasm of teachers and students. For example, Southern Medical University has improved its assessment and selection criteria for the appointment and title recognition of teachers and has implemented a dynamic job management model. Fudan University pays attention to the teaching incentives of college teachers, ensures that teachers focus on the concept of educating people, and carries out performance evaluations for the educating function of professional courses and the educating effectiveness of teachers^[5]. The performance evaluation of professional courses and the effectiveness of moral education of teachers is carried out. Colleges and universities can carry out a thematic education course model. It delivers the content of different parts of the ideological education to the teachers of the corresponding specialties. On the one hand, this can make teachers not need to complete the preparation and teaching work of the complete course in the course construction, which greatly reduces the teaching pressure of teachers; on the other hand, the theme of teaching by professional teachers can give full play to the professional advantages of teachers, and the professional teachers can better build the knowledge framework for students through their existing professional knowledge.

3.3. Do a good job of ideological guidance to improve students' self-identity

Ideological education in colleges and universities should help students form positive values, and they should be properly guided and publicized. Encourage students to actively

participate in the course construction and achieve results that satisfy them, thus enhancing their sense of self-identity. At the same time, teachers and students in colleges and universities should pay active attention to the suggestions of students, go deep into the student groups, and understand the real needs of the current student groups, to help students better solve their problems and better promote the construction of the ideological education. Socialist core values should be flexibly presented to students in diversified forms to achieve the purpose of the course of political thinking in an invisible way. For example, "Human Anatomy" is the basic course of medical specialty, Shanghai University of Traditional Chinese Medicine uses 30 minutes of "Anatomy First Class" to explain the important connotation of body donation to students, guide students to think about the significance of life and examine the sense of responsibility of medicine, and improve students' awareness of their profession. It also guided students to think about the meaning of life and examine the sense of responsibility in medicine, and improved students' sense of self-identification with their profession.^[5, 6] The students were guided to think about the meaning of life and examine the sense of responsibility in medicine, improving their sense of identity in their profession.

4. Conclusion

This paper only discusses some of the problems that exist in the construction process of ideological education, which is a complex social project that requires the efforts of colleges and universities and all parties in society. This paper analyzes some of the existing problems in the construction of ideological education and politics through the perspective of industrial marketing professional courses, which is a good reference for the construction of subsequent ideological education and course construction.

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