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The Elements and Ways of Marketing Talents Training From Perspective of Employment Competitiveness

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ABSTRACT

The research of elements and way of marketing talent training is an unavoidable problem for colleges and universities with the changes of social demand of marketing talent and students' increasing employment pressure. This study focuses on the characteristics of elements of marketing talents training based on employment competitiveness, and condition of marketing talent training from Anhui University of finance and economics (AUFE). Results from survey data show that there are some questions worthy of be improved in the curriculum system and practice platform and so on, finally puts forward the ways of marketing talent training with high employment competitiveness.

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1 Introduction

The talent training is the fundamental task of colleges and universities, it becomes a theme that often say often new due to the continuous change from socio-economic environment and talents social demand. Marketing undergraduate education is to cultivate marketing talents for the socio-economic development, and marketing talent training is based on the talent demand environment. Current environment of global economic, development of information technology and enterprises' competitive situation have a profound impact on the demand for marketing talents, thus it is an urgent to enhance graduates' employment competitiveness. They are as follows:

First, students of marketing majors have increasing employment pressure. Although the overall social demands of marketing talents is prosperous, employment of marketing students is still subjected to shocks at the global background of post-financial crisis and economic downturn. More importantly, marketing major in Chinese colleges and universities has been built extensively, such as financial colleges; engineering colleges, comprehensive universities and vocational and technical school all have set up marketing major, which it makes the number of marketing students increase continuously year by year. What is more, non-marketing graduates apply for marketing positions leading to raising the employment pressure of marketing students. In a word, adjusting and improving elements and ways of marketing talent training is the source to enhance employment competitiveness.

Second, the changes of other macro-environment lead some firms to providing higher requirements towards marketing graduates. Under the context of new economy, the competitions among enterprises become fierce. The prevalent customer-driven features make enterprises provide higher requirements towards marketing graduates' knowledge and abilities. The survey made by some colleges

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about marketing employers found that employers not only attach great importance to the abilities of marketing graduates like network sales skill, marketing planning, customer management, market survey and so on, but also pay equal attention to some abilities including mental capacity, good coordination and communication skills, teamwork awareness and dedication spirit, which reflects that the enterprises put forward higher condition towards the markers' knowledge, capacity and ideological and moral literacy^[1]. Some employers divert their attention from profession counterparts to candidates' comprehensive qualities, which requiring schools to constantly enhance students' employment competitiveness.

Third, the excess and shortage of marketing talents coexist in the job market. There is a kind of common phenomena in marketing employment market: on one hand, marketing graduates are difficult to find satisfy or suitable job and thus there is a relative talent surplus; on the other hand, the employers do not find qualified marketing talents, especially have difficulties in recruiting high-quality marketing talents, which form relative shortage of talents. The phenomenon reflects that there is a gap between the market demand and college marketing talent training. The knowledge and ability of part marketing students can't fit social require, therefore, their employment competitiveness needs to be improved^[1].

2 Literature Review

Employment competitiveness refers to comprehensive quality and ability by which college students more effectively provide their intelligence and services to the market competing with their opponent when they first enter the human resources market and in their rest professional career to ensure their survival and development, its essence is a competitive advantage obtained by students during their school years in searching, maintaining and changing working than other ones. The elements of marketing employment competitiveness can be basically summarized as follows: professional quality, ideological and psychological qualities, ability and quality of the college students through synthesizing various viewpoints^[1]. Marketing is a specialty of high practical and application. The changes of demand environment of marketing talents require students to enhance employment competitiveness. So schools need to optimally mix the elements of talent training and constantly reform the approach to train talents.

In the view of the essential elements of talent training, it can be reflected in aspects like objectives of talent training, curriculum system, teaching methods and means, the practice teaching and teaching team and so on. Colleges and universities at home and abroad has adopt a lot of methods worthy to improve students' employment competitiveness, such as building dual-qualified teacher team, setting curriculum system based on full investigation and assessment of social demands, strengthening general education, carrying out college-enterprise cooperation and strengthening the practice training and so on.

To meet social demand, many colleges and universities set their curriculum system accordingly to improve students' innovative awareness and practical ability, combine knowledge-imparting with capacity-cultivating, give students both profession education and quality expansion education. For instance, Houston University adopts a training model of meeting the demands of professional position and cultivating students' ability first. That means the curriculum system is set after considering what the occupation post really needs, and then, students are taught to achieve these abilities to meet the demand, finally the assessment is whether the students are competent to the job^[2].

In order to cultivate business talents who meet the demands of enterprises, colleges and universities pay special attention to the construction of double-qualified teacher team. Some British schools vigorously implement the "dual-qualified teacher" training program, such as schools recruit part-time teachers from enterprises' technical and management talents, and often invite technical and managerial talents with practical experience to give lectures, or open a new course; some schools also encourage teachers to practice to the first-line of enterprise^[3].

Many colleges and universities adopt school-enterprise cooperation mode to cultivate talents. It is called "sandwich" education in Britain, "school and work alternately" education in America, and "university-industry-government cooperation" in Japan. Chinese school-enterprise cooperation was clearly pointed out that in 1997 "some colleges should practice school-enterprise cooperation in different forms and take combining production-learning-research". Some schools have adopted the complete or partly school-enterprise cooperation and make some achievement^[4]. In addition, many universities strengthen general education in order to improve the employment competitiveness of students. General education makes students know more about natural science, social science and the humanities knowledge, enables them to understand the connection among different disciplines, courses and knowledge, broaden the students' knowledge and improves their abilities. Japan put forward that higher education should train "universal Japanese" in the twenty-first Century. Britain appeal more general education for students^[5].

3 Elements Condition of Marketing Talent Training From AUFU

3.1 The reforms of elements and ways of marketing talents training recently from AUFU

Anhui University of Finance and Economics (AUFU) have taken many measures to improve quality of marketing talent training in recent years. There are as followings: the marketing talent training objective and positioning are clear; under the guidance of the goal, school strengthen the construction of marketing faculty and optimize the structure of teachers team; the school continued to update teaching concepts, reform teaching methods and means, and strengthen the practice teaching. The school also implemented the

reform of talent training mode and adopt school-enterprise cooperation of “marketing Deli class” in 2010 which has achieved certain success.

3.2 Investigation of elements statuses of the AUFU marketing talents training

In order to better understand the conditions of marketing talent training of AUFU, this study selected the marketing graduates to investigate their perceptions and recognitions for teaching reforms and other training elements. This study received 138 valid questionnaires which include five major aspects, namely, marketing faculty, curriculum system, experimental courses, social practice, major course teaching methods and means. The questionnaire adopts Likert five-point scale, 1 represents strongly disagree and 5 represents agree very much. The scale is composed of 16 items which all items are positive meaning which higher scores indicated better performance.

First, the students’ perception of the marketing faculty. Students have high satisfaction with both the marketing faculty and the marketing teachers’ teaching level, whose mean is respectively 4.02 and 4.13. But a few students also mentioned in the questionnaire that some teachers still need further improve their marketing actual combat experience.

Second, the perceived influences of the curriculum system on students’ employment competitiveness. Investigation includes the recognition of the existing marketing curriculum in enhancing profession quality, ability quality, psychological and physical quality. The results show that the students are basically satisfied with the current marketing curriculum system, mean respectively is 3.83, 3.57, 3.12, and 3.68, shown in Table 4.1 (digital reflect proportion of certain respondents). Relatively speaking, students think that the effect of current curriculum in improving the psychological quality is weak. In addition, some students suggested in the questionnaire set general courses which can broaden knowledge range.

Table 4.1 The curriculum system and the students’ employment competitiveness

	Strongly disagree	Disagree	Neither disagree nor agree	Agree	strongly agree
Profession quality	1.9%	3.8%	32.4%	42.4%	25.2%
Ability quality	2.1%	6.8%	37.8%	37.2%	15.9%
Psychological quality	4.5%	8.6%	30.4%	30.4%	9.4%
Physical quality	3.6%	7.8%	37.0%	30.4%	18.4%

Third, the satisfaction degree of experiment teaching from the perspective of increasing of knowledge and capacity. The results show that the students have a basic satisfaction on experiment teaching, and mean is only 3.02, and proportion of disagree respondents is 35%, proportion of agree respondents is 23%, 42% respondents is neither disagree nor agree. Mainly for the experimental class hour is not too much; the software needs to be updated. The experiment teaching has large space of improvement.

Fourth, the contents and means of social practice from the perspective of improving employment competitiveness. The investigation includes the satisfaction degree of the Deli classes, the satisfaction of the social practice at training base, as well as satisfaction of other social practice activities. The results show that the students have high satisfaction on Deli class of school-enterprise cooperation, the mean was 4.3; the other two surveys are overall satisfaction, the mean respectively is 3.4 and 3.2, as shown in Table 4.2. This shows students have high agreement on the marketing practice.

Table 4.2 The survey results of contents and methods of the social practice

	Strongly disagree	Disagree	Neither disagree nor agree	Agree	Strongly agree
The Deli classes	2.5%	8.3%	25.2%	42.4%	21.6%
Training base	4.1%	11.7%	35.2%	37.2%	10.9%
Other social practice activities	4.5%	10.6%	45.1%	30.4%	9.4%

Fifth, the satisfaction of courses teaching methods and means from the perspective of increasing knowledge and capacity, including two items, namely, the use of multimedia and other modern teaching means and diversified teaching methods. The results reveal students are basically satisfied with the teaching methods and means, shown in Table 4.3, which modern teaching methods and diversified teaching methods are implemented, the interaction between teaching and learning is enhanced.

Table 4.3 Investigation of teaching methods and means

The teacher information accomplishment	Mean	Median	Mode	Std. deviation	Variance
Modern teaching methods	3.98	4	4	1.130	1.227
Diversified teaching methods	4.12	4	5	0.883	0.694

The survey results show that there are some questions worthy of be improved although the AUFU marketing talent training has made significant achievements: courses of non-specialized quality such as cultivating students’ psychological quality is insufficient in the

curriculum system; soft and hardware in marketing experiments courses need to be further improved, training of dual-qualified teachers need to be strengthened, the development of general courses can be further improved, and so on. The school needs to resolve above questions to enhance marketing graduates' employment competitiveness.

4 Ways of Marketing Talent Training With High Employment Competitiveness

4.1 Improving the market-oriented talent training system

With the increasingly fierce market competition, the strength of students' employment competitiveness has become the touchstone for measuring the quality of higher education. Universities should focus on improving the quality of talent training and establishing a sound market-oriented talent training system. Schools need to establish market-oriented guiding ideology, further clarify the specialty orientation and its characteristics to meet social demand. Universities need to mix elements of talent training such as talent training objectives, curriculum setting, teaching staff construction, teaching methods, and other aspects to improve the talent training system.

4.2 Implement the curriculum adjustment to cultivate graduates' employability

According to the results of the survey, course adjustments of AUFE can be implemented in two aspects. One is to enhance general courses teaching, such as the increase of general education curriculum in public elective courses so as to broadening marketing students' knowledge. Another is to strengthen marketing experiment and practical teaching. According to survey result, it need to increase the proportion of experiment and practical courses, update experimental software, enhance the experimental operation training of teachers.

4.3 Further expand the social practice platform to improve marketing students' practical ability

On one hand, specialized teaching should not only emphasize systematic study of specialty knowledge, but also reinforce to cultivate students' professional competence through teaching practice, practice of school year, extra-curricular social practice and others. Schools should establish more practical teaching platform of high-level for students' practice demands. On the other hand, school-enterprise cooperation mode should be reinforced to cultivate higher level marketing talents. Despite marketing Deli class have been implemented for two years, it still need to be further improved in next stage on the cooperation content and cooperation management, and also need to further expand the cooperation with other firms.

4.4 Focusing on the construction of dual-qualified faculty

Firstly, school strengthens faculty training and foreign academic communication, such as undertaking one-to-one guidance with the help of academic leaders, outstanding teachers, sending young teachers to visit the school at home and abroad; making the on-the-job training for teachers through carrying out consulting activities, etc. Secondly, school can introduce double-qualified talents with academic theoretical basis and enterprise working experience. Thirdly, school can recruit through invitation experts and scholars, firms' managers as visiting professors to deliver academic reports for students.

4.5 Innovating marketing teaching means by making use of information technology

The update of teaching methods is essential to reform marketing teaching pattern. New teaching methods include multimedia classrooms and marketing CAI. Course teaching including theories teaching, practical operation, case analysis and others can use multimedia devices to make teaching activities intuitive, vivid. The key of teaching reform is to innovate in teaching methods. Marketing teaching may pay attention to the coordination use of two-way communication teaching method, self-succinctly teaching method, marketing case teaching, analog marketing approach, and so on.

5 Conclusions

Marketing major is a specialty of high practical and application. The changes of demand environment and demand conditions of marketing talents put forward the need to enhance employment competitiveness of talent training. This study focuses on the characteristics of elements of marketing talents training based on employment competitiveness, and element condition of marketing talent training including training target, teaching staff and teaching team, curriculum system, practice support platform through investigation data, and puts forward the ways of marketing talent training with high employment competitiveness. In this study, we analyze elements and ways of marketing talents training in perspective of employment competitiveness, mainly for application-oriented colleges and universities, however, different types of colleges and universities, such as research universities, have different characteristics and situations of elements and means of talent training, future research can be carried out at different types of colleges and universities in order to better serve the target of talent training.

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