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Innovation of Higher Education Marketing Teaching Models and Entrepreneurial Cultivation

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Abstract

This study explores the design and implementation of practical-oriented marketing teaching models within the digital era. The goal of this model is to foster students' entrepreneurial thinking and practical operational skills. Through practical case analysis, market research projects, simulated marketing strategy formulation, and entrepreneurial projects, students are guided to participate in practical operations and innovation both inside and outside the classroom. Additionally, this study incorporates modern AI technology to improve students' creative thinking and practical marketing planning capabilities by using AI to refine their ideas. Through a simulated entrepreneurial creativity competition, students can enhance their speech expression and critical thinking abilities. The research findings demonstrate that the practical-oriented teaching model has had a positive impact on fostering students' entrepreneurial and practical operational abilities. However, this study also highlights the importance of maintaining a critical perspective when promoting and implementing practical-oriented teaching models. This approach avoids excessive optimism and ensures their feasibility in real business environments.

Keywords

Practical-oriented teaching model, marketing, entrepreneurial thinking, entrepreneurial marketing

1. Introduction

In the current digital era, the rapid evolution of business and market environments, coupled with the emergence of innovative technologies, has fundamentally transformed the landscape of marketing. With the explosion of information, consumer behaviors and preferences have undergone profound changes, posing unprecedented challenges to traditional marketing models. Against this backdrop of rapid change, higher education institutions are required not only to equip students with a solid foundation in marketing theory but also to nurture market professionals capable of adapting to changes and thinking innovatively. Hence, the innovation of marketing education models has become critically important. Traditional teaching methods are no longer adequate; innovative elements must be introduced into marketing courses to enable students not only to comprehend marketing theories but also to apply them flexibly in practical contexts. Simultaneously, modern society's demand for entrepreneurial spirit has grown, with innovation and entrepreneurship becoming essential tasks in student development. Given this context, incorporating entrepreneurial marketing concepts into marketing education models can help students better understand the complexity of market environments and foster the necessary abilities and modes of thinking in the entrepreneurial process. This study aims to explore the relationship between the innovation of higher education marketing teaching models and entrepreneurial cultivation, offering new insights and

perspectives for both the educational and business sectors.

2. Marketing Teaching Model Innovation and Entrepreneurship Cultivation: A Review of Practice-Oriented Approaches

2.1 Business Environment Transformation and the Need for Innovative Teaching in Higher Education

With the emergence of the digital economy era, the field of marketing is undergoing an unprecedented transformation in terms of retail formats, operational mechanisms, decision-making models, consumer behavior, and the structure of marketing professionals (Guo, 2023). Against this dynamic backdrop, the rapidly evolving business environment compels higher education institutions to reevaluate their teaching methodologies to equip students with the practical application skills required in the field of marketing. Traditional classroom teaching and theoretical impartation have proven to be inadequate, necessitating the urgent innovation of teaching models within higher education. In response, the academic community has been actively exploring various innovative pedagogical methods such as practice-oriented approaches, case-based learning, and project-driven methodologies, all aimed at enhancing students' real-world application capabilities.

2.2 Challenges Faced by Student Entrepreneurial Marketing Education

Entrepreneurial marketing, as a process wherein entrepreneurs utilize innovative-driven concepts and plans to acquire resources for establishing enterprises and creating novel entrepreneurial models, has garnered significant attention in recent years (Hao, 2022). Distinct from conventional entrepreneurial models, entrepreneurial marketing places greater emphasis on nurturing the innovation and practical abilities of university students, fostering a consciousness of innovation-driven approaches, and intensifying the exploration and exploitation of resources. Implementation of entrepreneurial marketing education among college students not only contributes to holistic personal development but also serves as intrinsic motivation for individual employment and career path planning (Nie, 2020).

Against this backdrop, Zhu's (2020) research, conducted through extensive questionnaire surveys, delved deep into the entirety of student engagement in entrepreneurial marketing. The study revealed that students face challenges within the academic context of entrepreneurial marketing, including the absence of comprehensive educational frameworks. While certain universities offer entrepreneurship education courses, the predominant teaching approach remains centered on classroom lectures, rendering it difficult for students to translate theory into practice. In contrast, practice-oriented teaching methodologies emphasize the amalgamation of theoretical knowledge and practical issues, cultivating problem-solving capabilities pertinent to market challenges. Nevertheless, these innovative pedagogical methods also confront challenges. Practice-oriented teaching might be constrained by limited resources and collaboration partners, the efficacy of case-based learning might be influenced by case selection, and project-driven learning might demand heightened time and resource investments. Consequently, a more profound examination of the merits and limitations of diverse teaching models is necessary to harness their advantages effectively.

2.3 Practice-Oriented Marketing Pedagogy and Cultivation of Innovative Entrepreneurial Competencies

As entrepreneurship gains prominence within the business domain, institutions of higher education must prioritize instilling in students innovative thinking, risk management skills, and entrepreneurial awareness, thereby enabling them to navigate the novel business landscape. The cultivation of entrepreneurial competencies can be realized through curriculum design, entrepreneurial competitions, and hands-on entrepreneurial experiences. However, these efforts also grapple with challenges, such as efficiently nurturing students' innovative capacities within the constraints of limited time and harmonizing curriculum content (Amjad, Abdul Rani, & Sa'atar, 2020).

In the realm of marketing education, the integration of entrepreneurship becomes paramount, as entrepreneurial marketing encompasses not only conventional marketing theories but also the cultivation of a spirit of innovation and a willingness to embrace risk. Infusing entrepreneurship into marketing pedagogy facilitates students' enhanced understanding of translating theory into practice, thereby fostering entrepreneurial thinking and practical abilities. Nonetheless, the implementation of entrepreneurial marketing education necessitates overcoming challenges such as resource scarcity and time constraints. Therefore, the challenge remains in efficiently cultivating students' innovative entrepreneurial competencies within the confines of limited instructional time.

In conclusion, innovative marketing pedagogical models and practice-oriented approaches hold a significant positive impact on cultivating students' practical application capabilities and fostering their innovative entrepreneurial spirit.

Nevertheless, it is imperative to continue our research endeavors aimed at overcoming the challenges present in education. By doing so, we can ensure the ongoing enhancement and innovation of educational methodologies.

3. Design of Practice-Oriented Marketing Teaching Model

In the current era of digitalization, the landscape of marketing education is undergoing significant transformation. This chapter provides a comprehensive and in-depth analysis of a marketing course in which the author participated, highlighting its innovative design and remarkable effectiveness as a practice-oriented teaching model. By vividly presenting the core aspects of practical implementation and experiential learning, this chapter showcases the professionalism and practical applicability of the model across multiple dimensions.

3.1 Design of Practice-Oriented Marketing Teaching Model

- In-Depth Analysis of Real Cases: The course is rooted in a diverse range of real-world marketing cases, demanding students to deeply analyze business issues within them and uncover the profound connections between theory and practice.
- Practical Exercise in Market Research Projects: The course incorporates market research projects to assess students' skills in market analysis and data collection. Students embark on planning the entire market research process, designing surveys, executing data collection, and utilizing statistical analysis techniques to interpret the results.
- Simulation of Marketing Strategy Planning: Through a simulated market environment, students confront scenarios resembling real market situations and are required to devise innovative and practical marketing strategies. This module emphasizes students' strategic thinking and decision-making abilities in real market contexts, nurturing their adaptability in the face of practical challenges.
- Implementation of Entrepreneurial Projects: Entrepreneurial projects constitute a crucial part of the course, encouraging students to proactively propose business concepts and drive their actual execution. Students engage in the entire process from conceptualization to implementation, deeply integrating marketing knowledge with real business needs, thereby fostering their entrepreneurial spirit and practical capabilities.
- Boosting Entrepreneurial Innovation through Competitions: This course introduces entrepreneurial innovation competitions to motivate students to translate their creative ideas into practice, elevating their innovation and entrepreneurship acumen within competitive environments.

This teaching model design is rooted in the educational philosophy of social constructivism, which posits that students' interactions and experiences in real environments enhance their depth of understanding. By infusing real cases, market research, and entrepreneurial projects into teaching, the aim is for students to apply theory in practice, fostering innovation, problem-solving, and entrepreneurial skills. Anticipated outcomes include heightened student engagement in the course due to the visibility of practical knowledge application; cultivation of critical thinking, enabling multifaceted problem analysis; and honing of teamwork and leadership abilities through participation in real projects. In comparison to traditional lecture-based teaching models that focus primarily on knowledge transmission, this practice-oriented model emphasizes hands-on experience and application. Through simulation, real projects, and the integration of entrepreneurial elements, the model presents distinct advantages in cultivating innovation and entrepreneurship capabilities.

4. Implementation and Assessment of the Practice-Oriented Marketing Course

In this chapter, a detailed description of the implementation steps of the practice-oriented marketing course will be provided, along with observations and evaluations of its effects.

4.1 Implementation Steps

4.1.1 Formation of Entrepreneurial Teams and Problem Definition

At the initial stage of the course, students form small groups of 3-4 members each to create entrepreneurial teams. This strategy aims to foster teamwork, communication, and collaboration skills, simulating real business environments. The entrepreneurial teams proceed to define business problems by combining market research with personal interests and focal points, determining the core issues to be addressed, as well as shaping the brand vision. This process not only stimulates students' creativity but also deepens their sensitivity to nuances in the market.

4.1.2 Market Research and Data-Driven Insights

The course emphasizes guiding students into real market environments to develop their skills in data collection, analysis, and interpretation. Under the guidance of market research, entrepreneurial teams utilize primary research methods (on-site surveys and interviews) as well as secondary research methods (using existing data and industry reports) to acquire comprehensive and accurate market information. This aims to cultivate students' abilities in information gathering and critical thinking, providing support for generating profound market insights and marketing strategies.

4.1.3 Innovation in Marketing Strategy and Application of AI Technology

During the marketing strategy formulation phase, students are encouraged to combine innovative thinking with technological applications. Based on market research, entrepreneurial teams create comprehensive and specific marketing strategies that cover both long-term planning and short-term plans. However, unlike traditional methods, the course emphasizes the application of modern AI technology. Students explore AI-assisted tools such as Midjourney mapping software, collaborating creativity with machine intelligence to refine, enhance, and innovate strategies. This practice guides students to understand the practical applications of AI in creative generation, marketing simulation, and more.

4.1.4 Simulated Entrepreneurial Idea Pitching Competition and Holistic Skill Development

In the latter part of the course, through a simulated entrepreneurial idea pitching competition, students develop comprehensive skills. Students present business plans and complete marketing strategies in the competition, further enhancing their skills in presentation and critical thinking. This segment aims to cultivate students' ability to clearly express entrepreneurial plans, along with their capabilities in market insight and logical thinking. Additionally, the competition provides students with opportunities to exercise teamwork, stress management, and time allocation, enhancing their adaptability and holistic thinking in a business environment.

4.2 Observation and Assessment of Course Effects

Through the implementation of the practice-oriented teaching model, this study has observed significant improvements in students' learning performance and entrepreneurial abilities. This model guides students through a comprehensive growth from abstract theories to practical application processes. Students exhibit deeper thinking and critical thinking in practical case analysis, applying theoretical knowledge from the classroom to practical situations and proposing innovative solutions. In market research projects, students actively participate and master research techniques, extracting valuable information from acquired data, and cultivating rigorous thinking abilities. In entrepreneurial projects, students not only present innovative business ideas but also develop detailed marketing plans and deliver vivid presentations through simulated entrepreneurial competitions. Throughout this process, students demonstrate their courage to take risks, adapt to market changes, and enhance creative thinking and practical marketing planning skills through the application of AI technology. In summary, the practice-oriented teaching model demonstrates clear effectiveness in fostering entrepreneurial and practical operational capabilities. However, we must be aware that the promotion of this teaching model should consider diverse educational backgrounds and business environments to ensure its feasibility in different contexts.

5. Practice-Oriented Marketing Teaching: The Path of Innovation and Future Prospects

This study aims to explore the impact of the practice-oriented marketing teaching model on students' entrepreneurial thinking and practical operational capabilities, combined with the application of AI technology to enhance innovation and practical marketing planning. Through the discussion in the four chapters, this study has discovered the potential of this teaching model in cultivating cross-disciplinary thinking, market insight, and practical strategy formulation. However, we must maintain a critical mindset, examining its strengths and weaknesses and avoiding blind optimism.

In practice-oriented marketing courses, students showcase deeper thinking and critical analysis through practical case studies, market research projects, and entrepreneurial planning. They not only apply theoretical knowledge to real-life contexts but also actively engage in research and creative formulation, gaining comprehensive practical experience. Simultaneously, the introduction of AI technology offers more possibilities for creative formulation, providing students with new perspectives in designing marketing strategies. However, we must be cautious that AI technology is not all-encompassing and should be viewed as an auxiliary tool to prevent excessive reliance.

Although the practice-oriented teaching model has yielded positive results, its limitations should also be acknowledged. The scope of the research is limited by time and resources and has not been deeply compared with other teaching models, affecting the comprehensiveness of evaluations. Moreover, placing students in constrained educational environments may differ from the real business world, requiring further validation of educational outcomes in practical applications. Additionally, while teamwork and presentation skills are emphasized, individual cultivation of innovation capabilities is

equally important, and presentation skills should also focus on the accuracy of information conveyance.

Looking ahead, further research is needed to explore the applicability of practice-oriented teaching in different fields and practical environments. In-depth comparisons of different teaching models, and investigating their long-term effects, will optimize educational models and cultivate students' innovation capabilities. Moreover, ongoing attention to the practical application effects of AI technology will prevent the excessive substitution of human judgment and creative abilities. Through continuous research and reflection, valuable experiences will be provided for improving and innovating practice-oriented marketing teaching models, paving the way for nurturing entrepreneurs and marketing professionals capable of adapting to future business challenges.

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