

# Ideological and Political Practice of Marketing Course

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## ABSTRACT

Curriculum on ideology and politics is a product of the new era in China. It has been integrated with classroom teaching and has achieved significant results in various universities in China. The Ministry of Education has set its aim on this and is providing relevant guidance. During this process, schools must pay more attention to the concept of ideology and politics and fully implement it. Marketing is a business management course, and its educational quality significantly impacts a country's economic direction, progress, and development quality. The content of ideological and political courses should be integrated with the marketing course content to enhance the overall quality of students and improve their ideological literacy in an all-around way. This will contribute to the development of my country's market economy by providing high-quality graduates. This article starts with the exploration and practice of the ideological and political teaching reform of the marketing course, analyzes it, and puts forward the corresponding implementation strategy, so as to better realize the optimization and improvement of the teaching mode, so as to promote the overall growth of students.

**Keywords:** *Marketing, Curriculum ideology and politics, Practice.*

## 1. INTRODUCTION

Marketing is a major course in business administration at universities. It holds a pivotal position in the market economy and has a significant influence on its development. Currently, in China, marketing is developing rapidly, and with the continuous deepening of the market economy, the role of marketing in a company's development will become more prominent. If marketing methods are used properly, companies can respond to market changes faster and grow faster, allowing them to occupy a place in the market.

Currently, market competition in my country is becoming increasingly fierce, and traditional business methods can no longer adapt to the requirements of the new situation. Therefore, enterprises must change their own business methods, and marketing theory as a business management theory plays a significant role in promoting the transformation and upgrading of enterprises. Based on this, ordinary people and government leaders are paying more and more attention to the marketing discipline, and the requirements are also getting higher and higher.

Therefore, marketing courses should also adapt to this and undergo innovation and reform. However, in actual education, there are still many problems with marketing courses. Therefore, when teaching marketing courses, teachers should follow the law of market development, reform the content of education, and optimize the way of teaching to improve the quality of education [1].

## 2. THE NECESSITY OF IDEOLOGY AND POLITICS IN MARKETING COURSES

Faculty members' capacity to incorporate Civic Education into their Marketing courses and their Civic Literacy level is essential.

### 2.1 *Marketing Courses Have a Wide Audience*

Marketing, as a major in business management with college students as the main audience, is a professional course with broad scope. In the context of a market economy, the content of marketing includes the fundamentals of marketing, marketing

strategy, consumer behavior and psychology, and the mutual influence between enterprises and consumers. Marketing has been continuously developed along with the market economy around the world, especially in Western countries. As a theory, marketing has its unique social and cultural background. After the reform and opening up in our country, especially after joining the World Trade Organization, marketing has greatly developed in our country. In China, almost all business management disciplines have opened marketing courses, and they have been widely recognized by students and professionals.

## ***2.2 Marketing Theory Has Strong Ideological Characteristics***

The concept of marketing comes from the reality of western economic and social development to a large extent. Like other humanities and social courses, its teaching content is also deeply influenced by its historical and cultural background, social and economic background and other factors. Therefore, when teaching and researching this course, we must pay special attention to "learning from each other's strengths to make up for our weaknesses". In the process of constructing "ideological and political courses", we should pay special attention to the combination of the socialist core value concept of "cultivating morality and cultivating people" with the discipline of "marketing" to help students establish scientific, objective, comprehensive, regular, systematic, planned, targeted, step-by-step learning.

## ***2.3 Marketing Requires Deep Integration of Socialist Core Values***

Under the current market economy conditions, many market behaviors and consumption behaviors run counter to the core values of socialism. Therefore, in the ideological and political teaching of the subject of "Marketing", it is necessary to base on the knowledge structure, theoretical level and According to the requirements of practical application, according to the "Standards for the Construction of Ideological and Political Theory Courses in Colleges and Universities" issued by the Ministry of Education, organically integrate marketing theoretical knowledge and ideological and political education, including integrity, professional ethics, sense of responsibility, dedication Spiritual and social responsibility.

## **3. PROBLEMS IN THE IDEOLOGICAL AND POLITICAL REFORM OF MARKETING COURSES**

As educators explore the intricacies of integrating political education into marketing coursework, they must address several significant challenges. These hurdles span from instructional to theoretical, but they are all crucial in evaluating the impact of the proposed modifications.

### ***3.1 The Ideological and Political Quality of Teachers Needs to Be Improved***

The reform of ideological and political education has brought great challenges to teachers. Teachers must have high ideological and political qualities, so as to ensure that students' ideological and political qualities meet the needs of education. Under the traditional teaching mode, teachers of marketing courses focus on imparting professional knowledge without paying enough attention, which undoubtedly increases the difficulty of ideological and political reform of marketing courses. When carrying out ideological and political teaching, teachers majoring in marketing should establish concepts in three aspects. They must conduct in-depth research on political literature, grasp the political significance contained in these literature, and fully understand the meaning of "cultivating people through morality". In order to have an accurate understanding of the teaching content of marketing majors, and formulate a set of scientific and logical teaching plans. Marketing teachers should always pay attention to the development of the motherland, have a deep understanding of the development of the motherland and the development of education, actively participate in the ideological and political reform of the curriculum, and constantly improve their ideological and political quality [2] .

### ***3.2 Inappropriate Selection of Ideological and Political Content***

In the teaching process of marketing majors, ideological and political factors will have an important impact on the teaching quality and efficiency of teachers. Because the ideological and political factors are very complicated, many students cannot really understand the ideological and political content. This will also cause some problems when teachers majoring in marketing choose ideological and political. . Some teachers of

marketing courses only stayed on the surface when they started the ideological and political courses, and did not give a deep explanation of its substantive meaning, so students did not understand the ideological and political courses well. In addition, the content of ideological and political courses is coherent, so when teachers conduct ideological and political courses, they must progress step by step, so as to achieve the final teaching results. However, many teachers did not pay enough attention to this point, which caused the ideological and political courses to be incoherent, and students could not study systematically, which would have a negative impact on the cultivation of students' ideological and political qualities to a certain extent. Therefore, the teaching effect of ideological and political courses is not very good, which hinders the deepening of ideological and political courses in marketing courses.

### ***3.3 Imbalance Between Professional Content and Ideological and Political Content***

Due to the large difference in the teaching content of marketing and ideological and political courses, it is very difficult to organically integrate professional theoretical knowledge with ideological and political courses. However, it is a complicated and difficult thing to achieve a balance between ideological politics and theory without destroying the teaching system of marketing, and the requirements for teachers are also very high. To have a solid theoretical foundation, you must also have certain ideological and political qualities, and you must be able to grasp this subject well so that students can benefit from it. While students master certain professional knowledge, it is necessary to strengthen students' ideological and political work, so that students can develop in an all-round way and cultivate high-quality talents.

## **4. PRACTICAL MEASURES FOR THE IDEOLOGICAL AND POLITICAL REFORM OF MARKETING COURSES**

Having identified the challenges of ideological reform in marketing curricula, educators must explore viable strategies and approaches to make the overhaul. The following measures aim to create a more complete and adequate ideological and political curriculum in marketing education.

### ***4.1 Sorting out the Ideological and Political Elements in Professional Courses***

Marketing teachers should carefully read the literature related to ideological and political education, sort out the core values, characteristic socialist thoughts, development concepts, rural revitalization thoughts, etc. that are closely related to ideological and political education, and closely link them with ideological and political education. Together, the ideological and political education system of "Marketing" is formed. After the usual classroom teaching, the teachers of "Marketing" can observe and learn more about the current political hotspots, record them, and strive to improve their ideological and political quality and keep pace with the times. In addition, they can also use information technology to analyze domestic marketing cases, find some ideological and political elements from them, and apply them to practice. The case-based teaching mode enables students to continuously improve their thinking ability on the basis of absorbing relevant professional knowledge, thereby promoting the construction of thinking ability in "Marketing" [3].

### ***4.2 Amendment Outline***

On the basis of maintaining specialization, add valuable guiding content, and combine the actual situation of this subject to improve and adjust the teaching of this subject. When designing marketing courses, teachers can integrate marketing values and strategic perspectives into their teaching. In addition, teachers should integrate the influence of national development on consumer demand and establish correct market economy concepts into their classrooms, so that they can cultivate the spirit of "craftsmanship". Secondly, the teacher should instill correct professional concepts in the students, such as legal management, correct advertising, etc. Teachers who take the subject of "Marketing" should integrate these contents into their teaching plans, integrate their own Professional knowledge and ideological and political education are organically combined, so that the ideological and political education of the subject of "Marketing" can be fully implemented.

### ***4.3 Integrating Ideological and Political Content into Curriculum Teaching***

Since ideological and political courses are a systematic subject, when conducting ideological

and political education, the content of ideological and political courses can be organically linked with the courses of various majors, and reforms and innovations can be carried out according to teaching needs. Before the teaching of the course, you can make a table that lists the professional course chapters, ideological and political elements, value-leading goals, etc. in detail to facilitate the design of subsequent teaching plans and ensure the integrity of professional courses and ideological and political courses. For example, when the teacher is teaching the first chapter of marketing, the first thing to explain is the concept, scope and practice of marketing. The teacher can integrate Chinese ideological and political factors into this course. The purpose of the guidance is to let the students build an image with Chinese culture. Concepts with characteristics, such as the characteristics of modern China, the inheritance of traditional culture, etc., can allow teachers to see problems in the classroom and correct them, and can make teachers understand the theoretical knowledge and ideological and political elements they have mastered.

#### **4.4 Optimizing the Teaching Process**

Teachers of the course "Marketing" can combine their own teaching practice to optimize the teaching process. Organize the marketing cases and integrate the market cases with ideological and political factors. Combining them for students to see, such as the prohibition of luxury packaging, illegal advertisements, etc., and using examples to illustrate, can allow students to have a clearer understanding of our company's development strategy, thereby establishing a correct marketing concept, cultivating three views, and cultivating the craftsman spirit. A marketing concept should be established along with the cultivation of three views and the cultivation of craftsman spirit. The second is marketing. In the process of marketing, teachers can also use some positive cases to carry out ideological and political education. Participate in poverty alleviation work, improve students' sense of national honor, and make them understand the significance of public welfare activities. It has a great impact on the company and helps the company to establish a good image. When the teacher of the marketing course does a case, it must be connected with the teaching of the professional course and the ideological and political, and can make a reasonable choice of the teaching plan to prevent students from cognitive errors and knowledge faults occur.

#### **4.5 Establishing and Improving the Assessment Content**

At present, in the course of marketing, the effect of reforming ideological and political courses is not satisfactory, largely because teachers and students do not pay enough attention to ideological and political courses, especially students, they feel that ideological and political courses Without any practical significance, this has caused a great obstacle to their development. For this reason, the author reformed the test method in the teaching of "Marketing" and divided the test into two forms: one is process test and the other is final test. In the process of assessment, teachers can make appropriate flexibility in their homework, for example, discuss the role of national strategy in enterprise development, so that they can have an accurate understanding of national events and seize opportunities. In the final test, teachers can add some research questions to the test, and conduct in-depth analysis of the ideological, political and professional qualities of these students based on the given cases. By innovating the content and methods of assessment, teachers of marketing can have an overall understanding of students' professional knowledge, and teachers can also understand students' state of mind, which is convenient for teachers to adjust ideological and political teaching plans [4].

### **5. CONCLUSION**

All in all, curriculum ideology and politics is an inevitable choice for my country's economic and social development. Its concept can help students establish a good three views, thereby promoting their all-round development. The marketing course is a course that has a direct impact on the economic development of our country, and its quality plays a decisive role in the social and economic development. Therefore, it is a subject that makes students healthier by allowing them to develop healthily in body and mind. In the context of the current curriculum reform, the organic integration of curriculum ideology and marketing disciplines can not only improve the overall quality of students, but also help teachers to carry out high-quality teaching and bring new opportunities to the country's economic and social development. Vitality, promote the healthy and orderly development of the country's market economy, and improve the country's overall strength. Therefore, in the usual education process, teachers of marketing courses should do a good job in their

own education work, actively seek ways to improve, and use the ideological and political aspects of the course as a guide to carry out innovative education.

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