

Reform and Practice Path of Ideological and Political Teaching in College Network Marketing Course

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Abstract: With the proposal of the fundamental task of “cultivating morality and cultivating people”, ideological and political education in colleges and universities has ushered in a new wave of reform. In this context, ways to promote the continuous improvement of the ideological and political level of college students and cultivate their cultural literacy have become one of the teaching problems of colleges, universities, and teachers. In this regard, this article briefly analyzes the connotation of ideological and political teaching of network marketing, hoping to provide readers with some valuable reference.

Keywords: Network live marketing; Course teaching; Ideological and political transformation

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1. Introduction

In May 2020, China’s education department officially issued the Guiding Outline of Ideological and Political Construction in Colleges and Universities, which put forward clear requirements and key emphasis on ideological and political education in colleges and universities. The outline pointed out that universities and their teachers should actively promote the integration of ideological and political education and professional education, ensure that the educational role of curriculum ideological and political education is fully played in the context of curriculum teaching, and better show the philosophical situation, to realize the dialectical unity of educational practice and theoretical logic. Therefore, professional teachers should actively adapt to the development of time, follow modern changes, use new thinking and new methods, build an educational system that integrates education, teaching, and ideological and political education, fully implement the fundamental task of “cultivating morality and cultivating people”, and lay a solid foundation for the all-round development of college students^[1].

2. Analysis of ideological and political connotations of network marketing courses

2.1. Overview of course ideology and politics

Curriculum thinking and politics is a new education concept advocated by the country in recent years, which is more inclined to reform college teaching and plays a great role in breaking through the traditional education mode. Under the guidance of this idea, teachers should actively explore the ideological and moral education elements contained in college teaching, and imperceptible spread the ideological and political ideas to each college student's mind based on teaching college students professional knowledge, which plays an important role in establishing a correct, upward and healthy world outlook and values for them ^[2]. Under the guidance of this idea, colleges and universities should pay attention to the innovation of previous teaching concepts, teaching forms, and teaching contents, fully integrate ideological and political elements into the teaching process of professional courses and cultural courses, and ensure that they have higher cultural literacy and moral standards while providing high-quality composite talents for the society.

2.2. Analysis of the ideological and political significance of network marketing courses

Ideological and political education has become an important task for college and professional teachers. Teachers need to integrate ideological and political education into professional curriculum teaching, optimize teaching methods and models, dig deeply into the ideological and political content of the curriculum, and improve the ideological and political characteristics of the curriculum ^[3].

Teachers must expand the content of ideological and values education in curriculum teaching and consolidate the foundation of values in curriculum teaching. From the characteristics of network marketing courses, the education subject needs to integrate the education content related to values from a macro perspective and guide students to establish correct cognition. They should also take the teaching content itself to carry out ideological and political education by connecting the life elements with professional knowledge and skills to cultivate students' application ability and good values ^[4]. Compared with the traditional ideological and political education methods, the ideological and political education of network marketing courses can show a different side of ideological and political education, and bring novel learning experiences to students. Students feel the fun of learning under the guidance of correct values to improve personal moral cultivation, thus gradually growing into a new era of good young people with excellent character and learning.

3. The existing problems of network marketing teaching in colleges and universities

3.1. Lack of teaching resources

The reality of the situation is that the content of college network marketing textbooks is generally relatively old, mainly focusing on professional technology and theoretical knowledge, and lacks the integration of ideological and political education elements. This situation leads to a shortage of teaching resources, which restricts the promotion and implementation of ideological and political education in network marketing. Due to the urgency of time, it is difficult for teachers to dig and use teaching resources in a short period, which seriously affects the implementation of the fundamental task of education ^[5].

3.2. Cognitive bias in teaching

In the teaching of network marketing in colleges and universities, some teachers still use traditional teaching methods and models, and mistakenly separate curriculum teaching from ideological and political education. They unilaterally believe that cultivating students' professional quality is their responsibility, while ideological and political education is the exclusive task of ideological and political teachers and counselors. This cognitive

deviation leads to the lack of necessary initiative and enthusiasm in the implementation of curriculum ideological and political education, which seriously affects the effect of curriculum ideological and political education.

In addition, some professional teachers also believe that the ideological and political elements in college network marketing are relatively small, or due to lack of relevant training, they often separate course teaching from ideological and political education in the course teaching process. This practice is not conducive to the learning of students' professional knowledge and also cannot give full play to the educational value of ideological and political education. Therefore, to improve the teaching quality of network marketing in colleges and universities, colleges need to correct this wrong cognition and strengthen the training of teachers, so that they can better combine course teaching with ideological and political education and realize the educational goal of course ideological and political education ^[6].

3.3. Rigid teaching method

Under the framework of curriculum ideological and political education, educational objectives, ideological and political education requirements, and oriented completion of the course system are often updated in the process of network marketing reform in colleges and universities to achieve the educational role of curriculum ideological and political education ^[7]. This puts forward higher requirements and standards for college teachers. As the leader of teaching activities, they should give full play to their role, integrate teaching resources, optimize and innovate teaching methods and teaching modes, and on this basis, reduce the reluctance of students in the teaching process of college network marketing, and guide college students to integrate ideological and political education with professional knowledge to strengthen their cognition and promote their all-round development ^[8]. However, after the actual investigation, some teachers in the network marketing teaching process failed to focus on the current situation in the teaching methods and teaching model to optimize and upgrade, thus not making flexible adjustments according to the teaching content of ideological and political education.

4. Network marketing teaching ideological and political construction path

4.1. Dig deep into ideological and political elements to enrich teaching content

First, vigorously promote the ideological and political construction in network marketing. When learning basic courses, teachers should dig deep into ideological and political resources to create a batch of high-quality network marketing. Students should be systematically educated on socialism with Chinese characteristics and the core values of Chinese socialism.

Second, vigorously promote the construction of curriculum thinking and politics in professional courses to cultivate compound talents with professional ability that meet the needs of society and enterprises, help them understand the laws and regulations, national policies, and national strategies of their major and related fields, and arouse their attention to practical problems and social practice. In the professional knowledge system, the ideological and political elements and spiritual concepts are deeply excavated, and through scientific and reasonable ways, students are helped to broaden the depth and width of their understanding of professional courses.

Third, vigorously promote the ideological and political construction of practical courses, through the construction of several advanced campus laboratories and off-campus training bases, the arrangement of college students to carry out on-the-job internships, cognitive internships, practical training, and other practical education activities. These activities can deepen their cognition of the integration of knowledge and action, and cultivate their innovative spirit and practical ability to provide a strong practical foundation for their future

learning and growth ^[3].

4.2. Strengthen the construction of teachers to lay a foundation for improving the effectiveness of education

Teachers play an important role in the process of promoting curriculum ideological and political construction. In this regard, colleges and universities must strengthen the construction of teachers, optimize teachers' traditional concepts, and enhance teachers' professional quality, to lay a solid foundation for better promoting curriculum ideological and political construction, thus improving the effectiveness of education. First of all, it is necessary for colleges and universities to actively organize and carry out targeted training work. Famous teachers and experts can be invited to campus to give lectures or keynote speeches to expand teachers' cognition and improve their professional quality. Secondly, colleges and universities can set up cross-professional and cross-university curriculum ideological and political research teams, give full play to the role of full-time and part-time researchers, conduct innovative research around curriculum ideological and political theory and practice, and actively explore and innovate the path of curriculum ideological and political construction. In short, strengthen the construction of the teaching staff through a variety of ways and means to lay the foundation for the implementation of the fundamental task of moral education ^[9].

4.3. Cultivate patriotism using information

The wide application and continuous promotion of information technology have played a great role in promoting the prosperity and development of the education industry. To further improve the teaching effect of ideological and political courses, professional teachers can make use of modern information technology means to create a high-quality ideological and political learning environment for students. In this way, students can deeply understand the core values such as patriotism, dedication, reform, and innovation, to help them build a healthy outlook on life and values ^[10]. This will greatly stimulate their enthusiasm for life and study, and encourage them to actively exert their values and contribute to the socialist modernization drive.

In actual teaching, teachers can use advanced teaching equipment such as multimedia and projectors to show students rich and diverse teaching materials such as songs and pictures containing ideological and political elements. This intuitive and vivid teaching method helps to create a positive learning atmosphere and enhance interaction with students. At the same time, it also helps to cultivate students' patriotism and form correct ideas and values. In addition, teachers can make full use of information technology to broaden the way of ideological and political education in the curriculum. Based on traditional website construction, the course teaching network media platform with ideological and political elements should be constructed and improved, such as the WeChat public account, Weibo, Kuaishou, and so on, to enhance the effectiveness and integration of ideological and political education. On this basis, teachers can create and push a series of interesting and readable articles, such as introducing the heroic deeds of China's "iron man" Wang Jinxi, the craftsman spirit of Jingdezhen porcelain, and the story of Xu Liping, a craftsman in the country. These measures not only enrich the teaching content of the course, but also improve the education effect, help cultivate college students' craftsman spirit and sense of national responsibility, and comprehensively promote their growth and development ^[11].

4.4. Carry out practical activities to strengthen their sense of social responsibility

According to a large number of educational practices, practical activities have a significant effect on improving the effect of ideological and political teaching in the curriculum. To further promote curriculum ideological and political teaching, professional teachers should take practical activities as an important starting point, fully release the educational potential of curriculum ideological and political teaching, help students to deepen their

social responsibility, and shape team spirit. For example, professional teachers can plan and organize visits to local history and culture museums, intangible cultural heritage exhibition halls, and so on, so that students can personally experience the heroic struggle, unremitting struggle, selfless sacrifice, and dedication of Chinese revolutionaries in the past hundred years. In addition, they can also arrange the activities of watching movies after class to spread positive ideas to students in various forms of practice and cultivate their patriotic feelings, to effectively improve the educational effect of ideological and political education ^[12].

4.5. Establish an evaluation mechanism to improve teaching effect

In the process of promoting curriculum ideology and politics in colleges and universities, a perfect working process must be established, which is an important measure to improve curriculum ideology and political construction. Education institutions should design a scientific and reasonable supervision plan for ideological and political construction in colleges and universities, test and supervise the situation of ideological and political construction of courses through the use of classroom lectures, seminars, and questionnaires, and build an in-depth supervision system. The roles of the college curriculum and the teacher are emphasized to integrate the specific content of curriculum ideological and political construction with the target audience and promote the improvement of ideological and political work ^[13].

Education institutions need to optimize the relevant evaluation process of curriculum ideological and political construction, improve the diversified assessment system and supervision process of curriculum ideological and political construction, and give full play to the organizational role of relevant departments and institutions. This is to develop scientific, accurate, and diversified evaluation standards for curriculum ideological and political construction. They should also construct and perfect the ideological and political system of students' evaluation courses scientifically and effectively. As for the relevant evaluation indicators, it is necessary to set up a reasonable way to timely feedback on the teaching effect of ideological and political curriculum to the teachers, so that the teachers can timely adjust the teaching content and improve the teaching result of ideological and political curriculum ^[14].

Education institutions need to improve and perfect the incentive system of curriculum ideological and political work. They should take teachers' participation in curriculum ideological and political evaluation results and curriculum ideological and political teaching effects as an important reference basis and standard for teachers' evaluation in reward and employment. The implementation of curriculum ideology and politics in the curriculum will be taken as the key content of the assessment of colleges and universities, and special inspections will be carried out regularly to reward teachers or colleges with good performance ^[15].

5. Conclusion

To sum up, curriculum teaching plays an important role in college education. It is not only related to the acquisition of students' professional knowledge but also closely related to the cultivation of moral character. Therefore, it is particularly important to integrate ideological and political elements into curriculum teaching, and professional teachers should undertake the important mission of "cultivating morality and cultivating people". There are rich cultural connotations, cultural spirit, and ideological and political resources in the teaching of professional courses, which have a profound impact on the growth of students. Professional teachers in colleges and universities should actively explore new educational thinking and teaching methods, build a comprehensive and systematic education system, guide students to form a healthy and upward concept of life and value cognition, improve their moral quality and comprehensive ability, and lay a solid foundation for their future development.

Disclosure statement

The author declares no conflict of interest.

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