

Ideological and Political Reform and Practice of Network Visual Marketing

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Abstract:

Curriculum ideological and political work is the new requirement of the CPC Central Committee to strengthen ideological and political work in colleges and universities under the background of the new era, which has been officially included in the political education system of colleges and universities. Carrying out ideological and political education with the help of professional curriculum teaching has become the necessary professional skills for college teachers. "Network visual Marketing" is a very important professional skills course of e-commerce, is a set of practice and application in one course; Based on the teaching of "Network Visual Marketing", this paper discusses how to carry out curriculum ideological and political reform in professional courses from the aspects of curriculum status quo, curriculum ideological and political construction ideas, curriculum ideological and political implementation, in order to provide a powerful reference for the ideological and political construction of e-commerce professional courses.

Keywords:

Network Visual Marketing, Course Education, Khalid Ent, Teaching Practice

1. Introduction

As a visual marketing method, network visual marketing aims to stimulate consumers, attract clicks and promote the promotion of products and services through visual impact and aesthetic visual sense. In the rapid development of e-commerce, product homogeneity is more and more serious today, how to make the goods in a wide variety of goods as consumers favorite products, and even hot style products, differentiation of visual marketing status of which is very important, but in this industry, fill in a lot of too much publicity and even the design of the false advertising, consumers viscosity is not high, Trust is down and product conversion rates are low. Therefore, the cultivation of high-quality network visual marketing talents has become an urgent link to be solved in the current teaching process of e-commerce major. It is particularly important to integrate ideological and political elements into

the course of “Network Visual Marketing” and implement the ideological and political reform of the course.

Significance of carrying out ideological and political reform of specialized courses:

Curriculum ideological and political reform is the need of implementing the National Ideological and political work Conference: According to the Opinions on Strengthening and Improving Ideological and Political Work in Colleges and Universities under the New Situation issued by the CPC Central Committee and The State Council, ideological and theoretical education and value guidance should be strengthened, classroom teaching and the construction and management of various ideological and cultural positions should be strengthened, and ideological and political teaching resources contained in various disciplines should be fully explored and used. The National Conference on Ideological and Political Work in Colleges and Universities stressed that moral education should be regarded as the central link, and ideological and political work should run through the whole process of education and teaching, so as to realize the whole process and all-round education, and strive to open up a new situation in the development of China’s higher education. Ideological and political education in higher vocational colleges require not only confined to the ideological and political theory course this special education curriculum , one must do it with the national education highly unifies, starting from the basic task of khalid ents, play to the moral education function of professional course, throughout the value guidance in the professional course education, efforts to achieve comprehensive education and comprehensive education.

The significance of ideological and political Reform of The Course Network Visual Marketing: For a long time, ideological and political courses and professional courses in colleges and universities are two independent individuals in teaching. In the shaping of students’ values and the cultivation of personality quality, they excessively rely on specialized ideological and political courses, while other courses “stand idly by”, or even “contradict” ideological and political courses. Ideology and politics play the role of education, professional teaching bears the function of education, education is equally important in the training of students, the two should complement each other, the relationship is indispensable, just as the saying that both moral and ability is genuine, without moral is inferior, without moral is waste, without talent is dangerous. The network visual marketing is one of the electronic commerce important skills course, to cultivate students the ability of visual marketing planning and implementation of the electricity suppliers yuca tasks, at the same time also need to play raises the student good communication skills, team cooperation ability, improve students’ basic aesthetic consciousness and aesthetic ability, casting the students the spirit of the best educational role. Carrying on the course ideological and political reform in the course of network marketing can well realize the common peer and synergistic effect of professional teaching and ideological and political education, and help students to establish the correct outlook on life and values while receiving professional knowledge, so as to achieve the purpose of dual retirement of morality and ability.

2. Problems Existing in the Ideological and Political Course of Network Visual Marketing

This section should contain sufficient details so that methods can be appropriately cited and readers can assess whether the materials and methods justify the conclusions or not. It can be divided into subsections if several other methods need to be described. You need explain how you studied the topic, identify the procedures you followed, and structure this information as logically as possible.

2.1. Professional Teachers Have Insufficient Understanding of Curriculum Ideology and Politics

For a long time, the imagination of ideological and political education and professional education “two sides” has led to the teachers of professional courses ignoring the ideological and political content of the curriculum, and lack of understanding of the curriculum ideological and political. For them, it is not only a test but also a challenge to integrate ideological and political contents naturally in the teaching process. Many teachers are very resistant to this matter, thinking that it has nothing to do with them and is the matter of ideological and political teachers. They even think that it is impossible to integrate ideological and political science into professional courses. The reason is the lack of understanding of curriculum ideology and politics.

2.2. The Humanistic Qualities of Professional Teachers Need to be Improved

Ideological and political courses require professional teachers to integrate ideological and political elements such as family feelings, professional ethics, laws and regulations into the teaching of professional courses to strengthen the effect of education. This requires professional teachers not only to master basic professional skills, but also to dig out the social value behind each knowledge, which requires teachers to have high humanistic quality [1]. However, the reality is that many teachers of network visual marketing can use their professional knowledge freely, but their humanistic qualities are really unsatisfactory. They cannot organically connect and integrate the ideological and political elements of the course with professional teaching, so as to achieve the purpose of cultivating people and nourishing things silently.

2.3. It is Difficult to Integrate Professional Knowledge with Ideological and Political Education

Due to its own knowledge system structure, it is difficult to integrate ideological and political elements in the course of network visual marketing. With the transformation of market and application scenarios, a lot of professional knowledge has gradually covered up the value pursuit contained in the knowledge itself. There are great problems in the integration of truth in the field of knowledge and beauty in the field of ideology and politics.

2.4. Teachers are very Confused About the Teaching Mode of Integrating Ideology and Politics into the Curriculum

Although 2018 course education requirements have been proposed, many teachers in colleges and universities are also actively response, do a lot of scientific research and the educational reform of related research, but for the real implementation process,

to join the educational target in the course outline, and then at the end of each chapter and even small to some knowledge joined the ideological elements, stiffly to carry on the education in the teaching, While occupying the teaching time of professional courses, the teaching effect is not satisfactory.

3. Network Visual Marketing Course Ideological and Political Construction Ideas

In order to do the ideological and political work of the course “Network Visual Marketing” well, we should dig into the ideological and political elements of the course, strengthen labor education and aesthetic education, and integrate the ideological and political education in colleges and universities into every link and aspect of classroom teaching and reform, so as to achieve moral education, cultivate people and nourish things silently. Completes the ideological elements and materials fusion, fusion with fusion, teachers and teaching methods, the ideological and political education into the professional curriculum goal, content, method, three aspects, in order to ensure the effective operation of education “courses” teaching, to ideological content, contact weight basis, the goal of education have effect, specific should do a good job in the following three aspects: First, adjust the teaching objectives, establish a trinity of “value shaping + ability cultivation + knowledge imparting” teaching objectives, strengthen the explicit thinking and politics, refine the implicit thinking and politics, and build the whole curriculum education pattern. Second, optimize teaching design, with the socialist core values and education for the soul of Chinese excellent traditional culture and the main line, with professional skills as the carrier of knowledge, in-depth excavation of the “image processing” course of ideological and political elements, knowledge, value guidance and organic combination of ideological and political education, and teaching the whole process of education [2]. Thirdly, teaching methods should be reformed. Traditional teaching methods should be reformed. Online courses and “online + offline” hybrid teaching mode should be adopted. The specific teaching method reform ideas are as follows:

Case analysis teaching is an important teaching method of The course “Network Visual Marketing”, which can inspire students’ thinking and stimulate students’ discussion by exploring typical real events. Its open and interactive teaching characteristics effectively enhance students’ understanding of professional knowledge. In the process of practical teaching, visual marketing cases that fit ideological and political education are carefully selected, and abstract theories are concretized through in-depth and detailed analysis of perceptual materials, so as to help students master knowledge and form correct values. For example, in the study of “store layout” knowledge, analyze taobao’s browsing habits of old customers by using the big data it has mastered, and design stores that are more in line with the browsing habits of the public in store layout design. Further guide students to think about how to innovate from the supply side to reduce costs.

Situational simulation teaching is a teaching method combining theory and practice, in which teachers create a certain situation and students play different roles to simulate the actual scene, and put forward their own opinions and views through students’ personal experience. For example, in the explanation of “Which modules should home page design focus on”, ideological and political education objectives should be set according to the teaching content, online shopping scenes of college students should be selected, and home page design should focus on information. In the

whole process of the activity, teachers pay attention to inspire “posters” to correctly stimulate consumers’ purchasing motivation, guide “consumers” to form healthy and rational consumer demand, and guide “netizens” to build a civilized and orderly network environment. Through scenario simulation teaching, we can educate college students to set up healthy consumption concept, develop free, open and equal network culture, and effectively improve college students’ network civilization accomplishment.

“Network Visual Marketing” is a professional course with strong practicality. The training links are set to help students master the specific methods of network visual marketing. In the design process, students’ hands-on ability is fully exercised. For example, home page poster design needs to deliver valuable information to target users. In the computer operation exercise, students choose industries and products to operate, teachers guide students to master the basic principle of respecting users’ rights, through accurate product positioning design to catch consumers’ eyes, stimulate the desire to buy. At the same time, strengthen the network information security awareness education of students, to prevent information leakage caused by harassment, fraud and other malicious acts to users caused mental distress or economic losses.

Group discussion is under the guidance of teachers, let students discuss and debate some difficult problems in groups, and finally form a relatively consistent judgment. Through good interaction among group members, this teaching method not only promotes knowledge sharing, but also helps students enhance their sense of participation and cooperation. For example, in the discussion of “network visual marketing home page design”, first guide students to launch a discussion on how to layout the home page design, and then debate whether network marketing can replace the traditional marketing, and finally draw the relationship between network marketing and traditional marketing is not a replacement, but mutual integration. In the process of discussion to give students free thinking space, and fully mobilize the enthusiasm of students, through tolerance of different ideas and opinions to let students learn to dialectically look at the problem and self-reflection, cultivate students’ awareness of cooperation and the ability to solve problems in the collective.

4. Ideological and Political Teaching Practice of Network Visual Marketing Course

It should clearly explain the main conclusions of the work highlighting its importance and relevance. This is where you describe the meaning of your results, especially in the context of what was already known about the subject. You can present general and specific conclusions, but take care not to summarize your article – that’s what the abstract is for.

4.1. To Enhance the Course Teachers’ Consciousness and Ability of Course Ideological and Political

Teachers are the key to impart professional knowledge and the guider on the way of students’ growth. The key to curriculum ideology and politics lies in teachers. The effectiveness of curriculum ideology and politics depends on teachers’ consciousness of curriculum ideology and politics and their recognition of curriculum ideology and politics. Network curriculum education idea to visual marketing teacher identity, to realize the importance of course education, at the same time, through the culture, to

attend the lecture education ability, improve their course education to do it in the practical teaching course, in imparting professional knowledge at the same time pay attention to the cultivation of ideological and moral qualities, to improve students' professional skills at the same time pay attention to cultivate the students' home countries feelings, Make the teaching of professional courses have temperature. The ideological and political education of courses should be really implemented, and ideological and political literacy of professional course teachers should be improved, and ideological and political education content should be actively integrated into the teaching process of professional knowledge of network visual marketing, so as to enhance the educational function of electric network visual marketing courses.

4.2. Update Teaching Ideas and Objectives, and Make Ideological and Political Thinking a Part of the Teaching Content

Teachers should include ideological and political learning in the teaching content of the course "Network Visual Marketing", and include the completion of ideological and political education in the standards for students to complete this course. Teachers should attach importance to ideological and political teaching, update teaching concepts and objectives, and cultivate comprehensive talents with both professional knowledge and professional quality. In addition, they should rebuild the education system of the whole course of Network Visual Marketing according to such teaching objectives, and include ideological and political education into it. This requires teachers to discover the ideological and political elements hidden behind the professional knowledge of Network Visual Marketing, extract these elements, and build ideological and political knowledge system and knowledge network. For example, when explaining the homepage design of online visual marketing, teachers should tell students that the basic moral code is not to copy the knowledge of others.

4.3. Enrich the Curriculum Evaluation Standards and Incorporate the Assessment of Ideological and Political Content into the Curriculum Evaluation System

In the future of network visual marketing, students should not only have professional knowledge of network visual marketing, but also master certain legal knowledge related to network marketing, and develop professional ethics of network marketing. Teachers should attach importance to the assessment of ideological and political content, and bring it into the assessment system as a reference factor for curriculum evaluation. Teachers should further improve the proportion of ideological and political content in the final evaluation, set up case analysis or thesis writing for students in the sections of laws and regulations and ethics, and put ideological and political content in specific cases to investigate whether students have developed a good moral consciousness while mastering professional knowledge. For example, students can judge whether a certain behavior conforms to the ethics of network visual marketing or whether it violates laws and regulations, or set a short answer, let students answer how to use legal weapons to safeguard their legitimate rights and interests when they encounter infringement.

4.4. Innovate Teaching Methods and Improve Students' Initiative

According to the current education reform, teachers should pay more attention to the subject status of students in class, guide students to think independently, stimulate students' awareness of innovation and exploration. In this process, the teacher should play the role of guiding students, for students, learning and then let the students

according to their own actual situation to self-study, combine students self-learning with the teachers explain, first of all, the content of the teacher in the classroom explanation is limited, students should expand the content of the classroom learning independently under the lesson digestion, improve the ability of autonomous learning. Second, the present is an era of information explosion, cannot leave the Internet, network visual marketing is indispensable to all kinds of information, teachers should teach students how to identify information, how to filter information effectively, and give students some sites related to learning, let students to browse the site, get the latest news related to network marketing present. Third, teachers should encourage students to go out of class and actively spread correct legal and moral concepts to those around them. The Internet development too fast, a lot of people did not form a correct concept of ideological and moral, therefore, teachers should encourage students to the classroom education the content of the education spread to the people around you, to help the elders or friends around, and the future workplace colleagues are set up the correct moral concept, efforts to create a good network environment.

5. Conclusions

Network visual marketing is a big trend in the Internet era, attracting more and more young people and young enterprises. In the visual marketing network course teaching in colleges and universities, should keep up with the trend of The Times development, attaches great importance to the construction ideas at the same time, further promote ideological education development, the curriculum ideological education into the curriculum content, is committed to cultivate good professional knowledge and also a basic law of morality, love the motherland and contribute to the socialist construction of the excellent talents. More colleges and universities should strengthen ideological and political education in Network visual Marketing to promote the benign development of network marketing.

Network visual marketing course ideological education puts forward new requirements to the electronic commerce specialized courses teaching, the teacher must change traditional task driven teaching mode, strengthening the overall planning and teaching of the course design, the course ideological education construction throughout the teaching material selection, outline writing, classroom teaching and experimental training and curriculum evaluation and so on each link, We should not only pay attention to the imparting of students' professional knowledge and skill training, but also focus on cultivating students to establish socialist core values and constantly deepen the ideological and political level, so as to cultivate professional talents with excellent ideology, quality and ability.

Conflicts of Interest

The authors declare that there is no conflict of interest regarding the publication of this article.

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