

Original Paper

Ideological and Political Reform and Exploration of Applied Undergraduate College Courses—Take the Course “Service Marketing” as an Example

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Abstract

With the rapid development of globalization and informatization, the deepening reform of education and the continuous advancement of quality education, curriculum ideology and politics have become an important part of college education. As an important discipline in colleges and universities, service marketing should also actively integrate ideological and political elements to cultivate talents with noble character and solid marketing skills. In the context of course ideology and politics, how to integrate ideological and political elements into the teaching of service marketing and cultivate students' comprehensive quality is an important topic facing colleges and universities. Taking the course “Service Marketing” as an example, this paper deeply discusses the importance and implementation path of the ideological and political reform of the applied undergraduate college curriculum. Through the interpretation of the ideological and political concept of the curriculum, the setting of reform goals, the excavation of ideological and political elements and the analysis of specific implementation strategies, this paper provides a useful reference for the ideological and political reform of college courses.

Keywords

application-oriented undergraduate universities, curriculum ideology and politics, service marketing, Talent development

1. Introduction

The progress and reform of China's higher education have made curriculum ideology and politics a core issue of great concern to the higher education community.

As an important base for cultivating high-quality applied talents, application-oriented undergraduate colleges and universities should go further in the forefront of curriculum ideological and political reform. "Service Marketing" is a highly applied discipline offered by application-oriented undergraduate universities. Service marketing is a discipline that is both scientific and artistic, which reveals the problems and root causes in actual marketing, and also reflects the effectiveness and scientificity of service marketing practice. At the same time, it is also able to cultivate marketing talents with international vision and innovative spirit, and pay attention to the cultivation of practical ability. Ideological and political education is a new educational concept, the purpose of which is to infiltrate ideological and political education into various professional courses, so as to cultivate students' socialist core values, improve students' professional ethics, and guide students to establish a correct service marketing concept. The importance of this concept cannot be overlooked.

2. Research Status of Service Marketing in Colleges and Universities

At present, university service marketing has formed a relatively complete set of teaching and research system. In terms of teaching content, service marketing mainly involves market research, marketing strategy, product strategy, etc., focusing on cultivating students' practical operation ability. In terms of teaching methods, university service marketing adopts a variety of methods such as case teaching, experimental teaching, and practical teaching, aiming to stimulate students' enthusiasm for learning and improve their practical ability. However, there are still some deficiencies in the research on service marketing in universities.

(1) The course content is outdated

The teaching content of "Service Marketing" in colleges and universities is often outdated, not updated in time, and out of touch with the current rapid development of society. For this reason, students are not able to grasp the latest service marketing ideas and methods, which negatively affects their future career development.

(2) Single teaching method

So far, the service marketing courses in colleges and universities still tend to be taught in a single way, lacking the diversity of teaching methods. The singularity of this teaching method not only fails to arouse students' interest in learning, but also limits the development of students' thinking ability and innovative spirit.

(3) Lack of practical links

Service marketing in colleges and universities is a discipline that emphasizes practice, however, there is often a lack of practical links in actual teaching, resulting in students being unable to apply theoretical knowledge to practical situations and making it difficult for students to truly master service marketing skills.

(4) The quality of teachers is uneven

The quality of service marketing teachers in colleges and universities is uneven, and some teachers lack practical marketing experience and teaching experience, resulting in a decline in teaching quality. At the same time, some teachers are not proficient enough in teaching methods and means to effectively transfer knowledge.

(5) The assessment method is unreasonable

Service marketing in colleges and universities usually focuses on the assessment of knowledge memory, while ignoring the evaluation of students' thinking ability and practical ability. Students' excessive attention to memorizing knowledge points and ignoring the cultivation of practical operation and service marketing skills is caused by this unreasonable assessment method.

(6) Lack of interest of students

The lack of attractiveness of service marketing in colleges and universities leads to low enthusiasm for students' learning, due to outdated teaching content, single teaching methods, and insufficient practical links. The improvement of teaching quality is negatively affected by the learning effectiveness of students.

(7) The quality of teaching materials is not high

At present, there is a great deal of variation in the quality of service marketing textbooks in universities, and some of them are outdated and lack practicality to meet the learning needs of students. The compilation and updating of teaching materials have not kept pace with the development of the times. The teaching process of service marketing in colleges and universities ignores the cultivation of students' ideological and moral quality and political consciousness, and does not pay attention to the cultivation of students' innovative thinking and critical thinking, which makes it difficult to improve students' comprehensive quality in an all-round way.

3. The Significance and Implementation Strategies of Ideological and Political Reform in the Course of Service Marketing in Applied Undergraduate Universities

Ideological and political education is a teaching concept that organically combines ideological and political education with professional courses, and its goal is to cultivate students in an all-round way. For application-oriented undergraduate universities, it is of key significance to promote the ideological and political reform of the curriculum. The primary goal of curriculum ideological and political reform is to cultivate students' correct values and promote the improvement of their ideological and moral qualities. Ideological and political education reform is conducive to strengthening teaching reform and improving teaching standards. Finally, reforming the ideological and political curriculum can improve students' comprehensive literacy and enhance their competitiveness in the job market.

Specifically, the application of ideological and political education in university service marketing mainly presents the following aspects: Firstly, by offering political theory courses, ideological and political education in courses enables students to comprehensively understand correct values, cultivate correct political positions and worldviews, encourage students to consciously practice correct values, and

consolidate the common ideological understanding of all teachers and students. Secondly, through organizing students to participate in volunteer service activities, community practice and other practical education activities, the course of ideological and political education cultivates their sense of social responsibility and sense of responsibility, enhances their social practice ability, enables them to deeply understand social issues, and contributes their own strength to social development through practical activities. Thirdly, through interactive classroom forms such as discussions and debates, the course of ideological and political education cultivates students' critical thinking and critical thinking abilities, improves their ability to analyze and solve problems, cultivates their innovative thinking and entrepreneurial spirit, and lays a foundation for their future career development. Finally, the course of ideological and political education guides students to deeply contemplate issues such as life meaning and social values, cultivates their humanistic literacy and personality cultivation, provides a learning environment that integrates academic and humanistic aspects, and enables students to maintain a positive and upward attitude in fierce competition, better facing challenges and difficulties.

Through in-depth exploration of ideological and political elements in Service Marketing, elements such as management ethics, corporate social responsibility, globalization, and cultural diversity can be used as entry points for ideological and political education. By guiding students to think and discuss these elements, it is possible to cultivate their critical thinking and problem-solving abilities.

The goal of enhancing learning enthusiasm and participation is to adopt various innovative teaching methods, such as case teaching, role-playing, group discussions, etc., allowing students to participate and learn through practice. Teachers can guide students to analyze actual service marketing cases to enhance their mastery and understanding.

It is important to establish a comprehensive evaluation system, which should include evaluating students' ideological and moral performance, teamwork ability, problem-solving ability, and other abilities, in order to achieve an organic combination of knowledge assessment and quality evaluation. Through this approach, students can be motivated not only to focus on learning professional knowledge, but also to pay attention to improving their ideological and moral qualities.

The key lies in improving the ideological and political awareness and educational ability of teachers, which can be achieved through strengthening teacher training. By organizing training and conducting teaching exchange activities, teachers can deeply understand the concepts and methods of ideological and political education in the curriculum, thereby enhancing their ability to integrate ideological and political elements into professional courses.

By collaborating with enterprises to carry out practical teaching activities, students can personally experience and understand the theoretical knowledge and ideological education content of service marketing in a real work environment, thereby further strengthening their sense of social responsibility and professional ethics.

4. Challenges Faced and Future Development Direction

Although the course ideological and political education in university service marketing has important significance and broad application prospects, it still faces some difficulties in the implementation process. How to organically combine ideological and political elements with professional knowledge, how to enhance teachers' educational awareness and teaching ability, and how to evaluate the effectiveness of ideological and political courses need to be explored. In the future, the development direction of these challenges can be addressed from the following aspects.

(1) Strengthen interdisciplinary cooperation and exchange.

The course of ideological and political education needs to cover knowledge from multiple disciplines, including political science, sociology, psychology, and so on. Therefore, in order to promote the integration and development of different disciplines, universities should strengthen cooperation and communication between different disciplines, and jointly explore how to implement and formulate methods and strategies for curriculum ideological and political education.

(2) Establish a sound teacher training system.

Teachers are an important factor in implementing curriculum based governance. Higher education institutions need to establish a sound mechanism for teacher training and adopt diverse educational and training methods to enhance teachers' awareness of education and teaching skills. Encourage teachers to actively participate in the teaching research and reform practice of ideological and political courses, and improve their comprehensive quality and teaching level.

(3) Improve the evaluation system and feedback mechanism

The evaluation of the implementation results of ideological and political courses requires the establishment of a comprehensive evaluation system and feedback mechanism for measurement and monitoring. Higher education institutions should establish a scientific and reasonable evaluation index system, regularly evaluate and provide feedback on the teaching quality of cultivating ideological and political aspects in the curriculum. We should encourage students to participate in evaluation activities, listen to their opinions and suggestions, and continuously improve and perfect teaching methods and content.

(4) Explore various teaching methods and approaches

In order to better implement ideological and political education in the curriculum, university service marketing teachers should actively try to adopt diverse teaching methods and means, such as blended learning, case studies, role-playing, etc., to stimulate students' interest in learning and active participation. With the development of new technologies, such as online education and social media, the teaching content and form of ideological and political courses can be improved, thereby enhancing teaching effectiveness.

(5) Deepen the integration of theory and practice

The goal of ideological and political education in the curriculum is to cultivate management talents with practical operational skills and innovative spirit. Therefore, university service marketing teachers should

combine theory with practice, encourage students to actively participate in management practice projects or simulate practical situations, in order to enhance their abilities and qualities. Encourage students to participate in innovation and entrepreneurship activities to cultivate their innovation awareness and entrepreneurial spirit.

5. Conclusion

One of the important directions of higher education reform is to combine curriculum with ideological and political education, which is of great significance in cultivating marketing talents with international perspectives and innovative spirit. In the service marketing of higher education institutions, when conducting course ideological and political research, emphasis should be placed on cultivating students' ideological qualities and political consciousness, promoting the combination of theoretical knowledge and practical experience, enriching teaching content and methods, and improving teachers' educational awareness and teaching ability. Universities should enhance cooperation and communication among various disciplines, establish a sound teacher training system, improve evaluation and feedback mechanisms, explore diverse teaching methods and approaches, and further deepen the integration of theory and practice to solve the challenges and problems they face. University service marketing will continuously improve and perfect the teaching methods and content of ideological and political courses to adapt to the changes and development of the times. This will help cultivate more outstanding marketing talents and contribute to the sustainable development of the country and society.

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