Exploration and Analysis on the "Competition Inspired Reform" in the Curriculum Reform of Omnimedia Marketing—Taking "The Think-Youth Shanghai" as an Example

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Abstract. In order to strengthen the practical teaching system in the curriculum of Omnimedia Marketing and improve students' practical ability, the author believes that "Competition Inspired Reform" can be applied to accelerate the development of the curriculum practice platform and improve students' ability on marketing planning. This paper discusses the necessity of "Competition Inspired Reform" in the teaching reform of Omnimedia Marketing and analyzed new problems during its implementation based on the study of Omnimedia Marketing and the "Think-Youth Shanghai" (Internet + cultural creativity) competition. It is verified that "Competition Inspired Reform" improves students' practical ability as well as the teaching system of the curriculum based on achievements of two years' education reform, this innovation matches the development strategy of the university on applied technology and the trend of Shanghai's economic transformation and development.

1. Introduction

In recent years, the cultural and creative industry has become an important pillar industry of Shanghai's national economic and social development. The total output of Shanghai's cultural and creative industry is 1043.3 billion RMB, accounting for more than 12% of the city's GDP; the added value of the industry is 339.5 billion RMB, up 8.2% year on year. On December 14, 2017, the Shanghai Conference on accelerating the innovation and development of cultural and creative industries was held and issued several opinions on accelerating the innovation and development of cultural and creative industries in Shanghai (referred to as 50 articles of cultural and creative industries) [1]. Cultural and creative industries have also become an important driving force for Shanghai's innovation-driven development and economic transformation and upgrading, which will inevitably put forward new requirements and reform directions for the corresponding personnel training methods and teaching contents of local colleges and universities in Shanghai.

Article 5 of the Higher Education Law of the People's Republic of China (2018 Edition) stipulates that the task of higher education is to train senior professionals with a sense of social responsibility, innovative spirit and practical ability, develop science and technology culture, and promote socialist modernization. At present, the Ministry of Education is vigorously promoting the transformation of local colleges and universities into an application-oriented model. In accordance with the principles of "interest-driven, autonomous practice, and process-oriented", it advocates innovative practice with students as the main body, and promotes local colleges and universities in teaching content, curriculum system, and practice comprehensive reforms will be carried out in various aspects, such as improving the ability of college students to innovate and develop[2]. As a multi-disciplinary applied technology-based undergraduate school based in Shanghai and radiating the Yangtze River Delta, Shanghai Jian Qiao University, comprehensively promote curriculum reform of teaching content. Along with the requirements of social development and the further advancement of education reform, as a 2018 key curriculum construction project of Shanghai Jian Qiao University, the author has carried out relevant curriculum reform of Omnimedia Marketing practices and explorations about two years. The exploration and reflection of curriculum reform are summarized as follows.

2. The Necessity of Establishing the "Competition Inspired Reform"

2.1. Status and problems of Omnimedia Marketing

According to the author's survey, there are relatively few media marketing curriculums offered in Shanghai Applied Research University Communication College (Secondary College), but in applied technology universities such as Sanda University and Shanghai Jian Qiao University. Offer such curriculums. The former set up Social Media Marketing, while the latter set up Omnimedia Marketing. Regardless of the original purpose of the media marketing curriculums, most of the media marketing curriculums are designed as theoretical curriculums in the actual teaching system of many universities. Omnimedia Marketing is the same, too.

The nature of Omnimedia Marketing curriculums leads to the setting of curriculum content also tends to theoretical knowledge points: related marketing theories, such as 4P, 4C, etc., the latest trends in media marketing, such as Event Marketing, Hunger Marketing, and Crossover Marketing and so on; writing media marketing programs, etc. In the past teaching practice, the author often pays attention to the cultivation of students' basic theoretical knowledge, but also lacks the systematic design of practical teaching. With the deepening of curriculum construction, the author believes that the biggest problem currently existing in the curriculum of Omnimedia Marketing is the lack of the establishment of a practical system and the training of a practical platform. The author believes that strengthening construction and reform in this area is imperative.

2.2. The Necessity of the "Competition Inspired Reform" in the curriculum reform of Omnimedia Marketing.

How to strengthen the establishment of practice system and promote the development of practice platform in the curriculum of Omnimedia Marketing, the author thinks that we can use the "Competition Inspired Reform" for reference to enhance the development of practice platform and promote the improvement of students' innovative practice ability. The "Competition Inspired Reform" is not only an access point, but also an opportunity. It can not only improve the practical ability of students but also improve the teaching system of Omnimedia Marketing. So how to implement the "Competition Inspired Reform"? This includes not only what kind of competition to choose as the competition item of the curriculum, but also how to combine the competition with the teaching of Omnimedia Marketing? How to improve students' practical ability through specific competitions? The author began to screen some related events and finally determined The "Think-Youth Shanghai" (Abbreviation: TYSH) (Internet + cultural creative) for the reform of Omnimedia Marketing.

Although The National Advertising Art Design Competition For College Students with higher credibility and reputation, from the perspective of the fitness and curriculum tightness, the author thinks that TYSH is more suitable for the curriculum reform practice of Omnimedia Marketing.

TYSH is a competition sponsored by Shanghai Municipal Education Commission. From 2016 to 2019, Shanghai Municipal Education Commission has carried out four competitions. According to the characteristics of colleges and universities, the classification of disciplines and the docking with cultural and creative parks, the competition is divided into 9 categories. The author believes that using TYSH(Internet + cultural and creative) competition to carry out the "Competition Inspired Reform" can make up for the shortage of the practical training links in the field of traditional media teaching, effectively enhance the students' practical ability and promote the establishment of the practice system of Omnimedia Marketing.

3. The Specific Implementation of the "Competition Inspired Reform"

In 2018 and 2019, I led students to take part in TYSH. In 2018, the student's work, "timely rain" self-service raincoat rental, won a three prize. In 2019, the student's work "e+ cat house", "little Case" and "subway to spring" won three awards respectively. In the process of participation, relevant process work is recorded, communicated and summarized in a timely manner; now reviewing the participation process and summarizing the experience and lessons of implementing t the "Competition Inspired Reform" can better improve the practice curriculum system of

Omnimedia Marketing and improve the importance of "Competition Inspired Reform" in the curriculum reform.

3.1. Details of two competitions

In the first year (2018), in Omnimedia Marketing, the author designed TYSH (Internet + cultural creative) works as the highest proportion of homework and asked the student team to complete. However, due to the time, Omnimedia Marketing is set up in September of each academic year, but the competition of TYSH is from March to May of each year. Therefore, in 2018, the author only informed the group with the highest score of this assignment in the Omnimedia Marketing class to carry out relevant modifications to participate in the competition and win the third prize. ("timely rain" self- service raincoat rental ")

In the second year (2019), the author designed the requirements of the competition as a process result of the curriculum in other curriculums, organized all the students in the class to participate in the group, and finally won three third prizes. (E + cat house, little case, subway to spring)

In order to better achieve the effect of curriculum reform, the author of the guidance process is to implement the combination of in class and out of class, full-time professional guidance. On the one hand, traditional face-to-face communication is used; on the other hand, telephone and instant messaging software are used for communication. For any problem in any stage of creation, timely make corresponding guidance and suggestions, including QQ, WeChat private chat and group chat. Private chat mainly solves the personalized problems of individual students. Group chat mainly issues notices to control the overall progress of the class. At the same time, it uses the characteristics of QQ and WeChat multimedia to transmit the students' first draft, revised draft, PPT sample, return comments, issue guidance and suggestions in words or voice, and use a variety of counseling methods to achieve the purpose of two-way interactive communication [3].

3.2. Solutions and creative suggestions

TYSH (Internet + cultural creative) has been held for four times. The main works of the competition include (but are not limited to) the following types: (1) "Internet +" cultural and creative industries; (2) "Internet +" new Format; (3) "Internet +" traditional industries; (4) Internet + public services; (5) "Internet +" legacy products; (6) "Internet +" Social Entrepreneurship.

How to make students of different majors accurately to master the key in the competition, and combine the knowledge points of relevant curriculums with the competition, the author needs to fully interpret the relevant topics in advance. First of all, there are six major types of competition: the first is the Internet + literary creation industry. For this kind of work, the author interprets this way: original literary creation, original games, original animated products, as long as giving them the thought of "Internet +", can be the creativity of the first category; the second category is the Internet + new format. I believe this type is closely integrated with high technology. Unless we have a solid technical background, we generally do not recommend students to do this kind of creation. The third category is the "Internet +" traditional industry. I believe that unless there have rich application experiences and abilities, it is not recommended that students do this kind of creativity. The fourth category is the "Internet +" public service. This is a category that highlights ideas and recommends students to participate in. Starting from the needs of daily life and the needs of related education, we need to find the project's demand points in real life and carry out the prototype design of the project; the fifth, sixth category is "Internet +" legacy products inheritance and "Internet +" social entrepreneurship, these two items. They are also two categories that students can participate in, but only if they have practical experience related to intangible cultural heritage inheritance or public welfare. Therefore, the author thinks that the fourth category of the established type: "Internet +" public service, is the main type of students participating in TYSH. It requires students to start small, and start from their actual needs. According to the principle of demand orientation, we should use relevant creative elements and "Internet Thinking" to meet the actual needs and complete the competition items.

In addition, as a competition held by the education committee, the author believes that "Internet +" is also a hot topic for students to focus on creation. In the process of guidance, The 40th Anniversary of Reform and Opening Up in 2018 and The 70th Anniversary of the founding of the

People's Republic of China in 2019, garbage classification is a hot topic, too. Starting from the hot spots, it is also a good creative point to use relevant media forms to spread the hot spots through potential marketing and entertainment marketing, so as to attract attention among the young people and trigger the wave of related learning.

From the two results of the competitions, it just also confirmed the correctness of the author's interpretation. "Timely rain" self-service raincoat rental, e+ cat house, and little Case all belong to the category of Internet + public services; Subway to spring -- paying tribute to the 70th anniversary of the founding of the People's Republic of China is an Internet + hotspot.

3.3. Two major details determine success or failure

TYSH is a high-level competition in Shanghai, where students not only need to compete with students from the same type of applied technology universities but also need to compete with students from top universities such as Fudan University and Shanghai Jiao Tong University. In addition to the work itself to the point of the new accident, I think more important is the quality of the submitted materials and details. In the process of guiding the competition, the author has always insisted on two details: one is the application form and the final draft must repeatedly deliberate, elaborate. The title of the project is impressive and easy to remember. Overview highlights prominent, closely linked to the title of the work. Second, it is recommended to use PPT, PPT needs to be well illustrated, beautifully made, very aesthetic, highlighted.

4. Reflections on and Solutions to Problems in the "Competition Inspired Reform"

On the one hand, TYSH shows the latest innovation in universities of teaching achievements, on the other hand, it also activate campus innovation and employment potential, explore, hatch, helped a group of creative entrepreneurial spirit, a solid professional skills of campus design and innovation, for the students to build wider channels and practice platform.

This paper focuses on the necessity of establishing the "Competition Inspired Reform" and the specific execution plan of the competition. From the concrete executor of the curriculum to the designer of the curriculum, the author has gradually completed the transformation of the role. From a global perspective, the author thinks that some achievements have been made, but new problems have also emerged.

New problem: the "Competition Inspired Reform" has local characteristics of Shanghai, but lacks school characteristics.

By using the competition platform of TYSH to establish the in-class practice of Omnimedia Marketing, the curriculum reform has been well realized. The locality is the basic characteristic of application-oriented universities, which determines the service scope and direction of application-oriented universities. If application-oriented colleges and universities run well, they must take root in the local areas, integrate with the local economic and social development, and become a powerful propeller in the local economic and social development. Accordingly, these application-oriented colleges and universities must have distinct local characteristics and be deeply branded with local characteristics, serve the goals of local economic and social development, solve technical problems of local enterprises, and train application-oriented talents for local areas [4].

But if only to participate in TYSH, I think it is difficult to form the characteristics of the curriculum. As the designer of the curriculum reform, the author thinks it is necessary to embody the curriculum characteristics of Shanghai Jian Qiao University in the top-level design. A survey of the three characteristics of Shanghai Jian Qiao University: excellent bridge project, the spirit of Lei Feng, ISO9001 quality system. As a curriculum reform project of universities, the author believes that "the spirit of Lei Feng" is an effective integration point between the characteristics of Omnimedia Marketing and TYSH, which not only conforms to the type of Internet + hot spot but also reflects the characteristics of Shanghai Jian Qiao University. But how to combine the two organically, not only can let students actively participate in the competition, but also can let students not disgusted; it can not only improve students' practical ability but also realize the ideological and political education of the professional curriculum.

5. Conclusion

The author thinks that to TYSH (Internet + culture creative class) as a platform; practice the "Competition Inspired Reform" not only to promote the applied practice curriculum reform of Omnimedia Marketing but also to promote the improvement of students' ability. The author firmly believes that the "Competition Inspired Reform" will organically combine school professional education with social needs, keep up with the development trend of the industry, will be able to cultivate more excellent media marketing and creative talents [3].

Acknowledgment

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