



Marketing Practice Course Reform and Exploration under the New Environment of the Automobile Market

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Abstract

Today, with the development of new energy and intelligent network integration, the automobile market also presents a new atmosphere different from the past. As the main course of automotive service engineering specialty, how to realize the reform of education content and teaching method according to the new environment of the current automobile market is of great significance for training compound talents to meet the needs of the automobile aftermarket.

Subject Areas

Education and Teaching

Keywords

Automotive Marketing, Automotive Aftermarket, Automotive Service Engineering

1. Introduction

The automobile has been transformed from an experimental invention into a comprehensive industry with the widest range of related industries and the largest industrial technological impact. Advanced technology and equipment, new materials and new methods are widely used in the automobile industry. The current new energy and intelligent network integration bring not only a little change and upgrade to the automobile industry, but also a new automobile revolution. The changes brought by the automobile industry will certainly put forward higher and updated requirements for auto workers, whether they are technical personnel engaged in research and development and production, or com-

pound talents serving the automobile aftermarket. The corresponding automobile marketing course should also keep making progress, combining with the current new situation of the market for course content and situation innovation reform and exploration.

The automobile marketing course is the core professional course in automobile service engineering, which is practical, application-oriented and time-efficient. This course aims to cultivate students' vocational ability in automobile marketing. Through the study of automobile marketing theory and practice, it aims to cultivate talents in automobile service engineering. However, the automobile marketing courses under the major of automobile service engineering offered by various universities have not been updated and improved in accordance with the current development trend of the automobile industry, no matter in textbook compilation, classroom teaching or social practice [1].

2. Automobile Industry Development Trend

Globally, the automobile industry, as a pillar industry of the national economy, integrates all kinds of new technologies, new equipment, new materials and new processes. The degree of automobile product design and development is increasing day by day, which brings more challenges and directions for automobile the manufacturing industry.

2.1. New Energy

In order to solve the problem of energy consumption and environmental pollution of traditional fuel vehicles, new energy vehicles stand out to show the advantages of low emissions and low energy consumption, and have achieved rapid development. From the perspective of energy, the only direction of global automobile development is new energy. The proportion of new energy vehicles in China, currently dominated by pure electric vehicles, has exceeded 10% and is expected to exceed 30% by 2025. At the same time, in the United States, Europe and other major auto industry countries where plug-in hybrid cars are the main vehicles, new energy vehicle sales are also rising.

From the perspective of competition, the competitive relationship between new energy vehicle enterprises is different from that of traditional fuel vehicles. As an emerging technology, new energy vehicles have many problems to be developed and solved, which requires the cooperation of various enterprises in the automobile industry to strengthen cooperation, abandon the original competition mode, and reach a new cooperation strategy, which will break the monopoly position of the original auto giants to a certain extent, change the pattern of the automobile market, and start to enter a new competitive situation.

From the perspective of product technology, the key technologies of the development of new energy vehicles have not yet been broken through, and the battery technology focused on the problem of endurance and charging is the core issue urgently to be solved by major automobile enterprises.

From the perspective of market and service, small and medium-sized cities and rural areas where the proportion of consumption is gradually rising will become one of the most important areas for the growth of the new energy vehicle market in the future. How to accelerate the construction of charging facilities in these areas and explore new markets is the key link to promoting the development of new energy vehicles.

In the long run, the development and progress of new energy vehicle technology is of great significance to the rapid development of the automobile industry and industry. It can also bring a positive influence on the harmonious coexistence between man and nature on the basis of the realization of the circular economy.

2.2. Intelligent Networking

In the past decade, the focus of automotive industry reform has been electrification. Next, under the background of the increasing development of big data, network technology and artificial intelligence, the automobile industry will enter the intelligent stage based on electrification and realize the fundamental transformation of intelligent network-embedded electrical technology. Compared with the traditional automobile industry, there are many differences in the structure of the intelligent connected automobile industry. The intelligent connected automobile industry continuously integrates new technologies in the development process, and realizes the system closure and controllability on the basis of the traditional industry. It will cover various industries from automobile manufacturing, parts supply, software development, road traffic, automobile aftermarket and so on. The complete coverage of the intelligent and connected automobile industry will help to promote the formation of the automobile industry ecology and accelerate the transformation of the automobile industry to the direction of intelligence.

3. Automobile Marketing Course Content Reform under the New Environment

Under the influence of the traditional automobile industry environment, most automobile marketing courses inherit the marketing theory of the management discipline. Marketing was born in the United States in the 20th century, along with the development of the industrial revolution of capitalist countries. It is a subject of management methods to guide the production and operation of enterprises. Automobile marketing, to a certain extent, combines the characteristics of the automobile market, and systematically expounds the basic theory, analysis method, strategy and strategy formulation of marketing. However, the development of the automobile industry has a history of one hundred years. Great changes have taken place in the regional center of development, technological change, power energy and other inventions, and the corresponding product design, production links, marketing environment and service objects have all undergone earth-shattering changes. With the deepening of technological change,

the management theory at the level of production relations also has different changes from the past. This requires that the automobile marketing practice course used to train the automobile aftermarket talents can combine the characteristics of the automobile industry under the current new market environment, and carry out the analysis of the marketing environment, market competition, marketing mode, consumer behavior characteristics and marketing strategy of each market segment centering on the new energy and intelligent networking.

3.1. Second-Hand Car Marketing

From the layout of the automobile industry chain, the automobile market is divided into the new car market and the used car market. The development of the used car market can further promote the sales of new cars and expand the scale of the new car market. At the same time, the increase in the sales of new cars will further promote the supplement of used car sources. Therefore, as two important parts of the automobile market, the new and used car market forms a complete industrial chain and closed-loop system of the automobile market. However, the marketing environment and consumer groups of the second-hand car market have their own characteristics, so it is necessary to supplement second-hand car marketing. The automobile marketing course starts from the concept of the second-hand car, and expounds the status and functions of the second-hand car market, introduces the development situation of the second-hand car market in our country, and elaborates the functions of the second-hand car trade, focusing on the explanations of the evaluation methods and processes of the second-hand car.

3.2. Exploration of New Marketing Mode

In view of the development of new energy vehicles and intelligent connected vehicles, the marketing organization, marketing technology and marketing concept reflected in the marketing model have also undergone different connotation changes. Aiming at the current development status of the automobile industry, how to establish the automobile marketing mode conforming to the characteristics of the Chinese market is a problem that needs to be solved urgently [2]. The exploration chapter of new marketing mode can be discussed from the offline and online two levels. The offline marketing mode can be discussed from the advantages and disadvantages and development trend of the automobile brand monopoly, and the development characteristics of modern multifunctional automobile comprehensive market such as automobile supermarket, automobile park, automobile avenue and automobile city. Online marketing model can focus on the introduction of automobile finance, automobile e-commerce, automobile network marketing and green automobile marketing.

3.3. Automobile Culture Marketing

With the expansion of the Chinese automobile market, the impact of automobile

culture cannot be ignored. Automobile culture takes automobile as the carrier, carrying all the material wealth and spiritual wealth created by society and enterprise, which plays a vital role in the healthy development of automobile industry and the marketing management of automobile enterprises. The course of automobile marketing practice can focus on the characteristics and composition of automobile culture and the development history of automobile culture under the support of automobile industry in various countries. At the same time, it can introduce the extended automobile club, motorsports, auto show and so on.

4. Reform and Optimization of Teaching Practice

Based on the reform of automobile marketing practical teaching content, it is necessary to break the restrictions of traditional classroom teaching methods, start from students' interests, introduce hot current events, and design classroom content and activities according to the demand orientation and goal orientation [3]. In the construction of automobile marketing practice network teaching resource base of machine tool, with the help of modern information means, to cultivate students' self-learning ability and participation consciousness, stimulate students' learning motivation, and comprehensive training to adapt to the current automobile new market environment needed compound talents.

According to the different characteristics of each chapter, the proportion of students' online learning is increased. Through the mode of pre-class preparation, intra-class turnover interaction and after-class practice, the teaching content is covered in the whole period and the whole process of students' learning is covered. Focus on student experience, improve classroom interaction, combine course knowledge with hot topics, automobile enterprise creative cases, and optimize knowledge content. Combined with the learning training center and the industry-university-research cooperation platform, offline practice is introduced into the classroom, so that students can strengthen their professional ability in practice.

5. Peroration

In the current automobile new market environment, it is necessary to grasp the characteristics of The Times, based on the cultivation of talents needed by the market, to develop perfect teaching content and advanced teaching methods, in order to maximize the leading role of automobile marketing practice courses in automotive service engineering.

Conflicts of Interest

The author declares no conflicts of interest.

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