

Research on Innovation of Professional Literacy Education System for Automobile Marketing and Service Majors

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Abstract: At present, China's higher vocational colleges have actively explored and reformed students' professional quality education, and have made remarkable achievements, but there are some outstanding problems that need to be solved urgently in related systems and mechanisms. Enterprises and institutions often consider the ability and quality of college graduates when recruiting talents. Among them, professional quality is the basic quality of college graduates to become a staff member, and it is also the aspect that enterprises and institutions pay special attention to when recruiting talents. This paper focuses on cultivating students' professional quality, innovating the system and mechanism of professional quality education, and exploring an optimized path suitable for the actual running of higher vocational colleges to meet the urgent needs of society for modern professionals with high quality. In addition to the training of basic teaching, basic courses and professional core courses of automobile marketing, it is also necessary to strengthen the training of professional skills and practical ability. Especially for the cultivation of innovative practical ability, the practical training of innovation and entrepreneurship courses can lay a solid theoretical foundation for students, and the innovation and entrepreneurship competition can quickly improve students' comprehensive practical ability.

1. Introduction

With the improvement of our economic conditions, almost every family owns at least one car, and the car ownership continues to grow. Accordingly, a large number of 4S stores, car service companies, insurance companies, and other enterprises have emerged, which require corresponding technical talents. Therefore, how to cultivate talents with these skills in universities and enable students to excel in the fierce job market is an issue that we urgently need to study. Currently, higher vocational colleges in China have actively explored and reformed the vocational literacy education for students, and have achieved remarkable achievements. However, there are some outstanding problems in the relevant institutional mechanisms that need to be addressed. Professional literacy is an inherent and relatively stable basic quality that plays a decisive role in an individual's professional activities, including professional ethics, professional skills, professional style, professional awareness, professional behavior, and so on. It is a comprehensive manifestation of social and professional understanding and adaptability, and is also considered as an inherent requirement and code of conduct for a profession [2]. The employment opportunities for automotive marketing and service majors include automotive sales, after-sales service, second-hand car evaluation, automotive insurance claims settlement, and automotive finance in the automotive aftermarket, providing a broad space for students of this major to innovate and start businesses.

In the current situation of accelerating the development of higher vocational education, strengthening students' vocational literacy education and seeking a truly applicable and efficient cultivation education model have become an important issue that higher vocational colleges must address. This approach can not only cultivate students' ability to independently analyze, solve professional related problems, and train professional skills, but also provide early understanding of the internal management system, cultural atmosphere, and production processes of the enterprise, helping students lay a solid foundation for future employment [3]. This article focuses on the issue of cultivating students' vocational literacy, innovating the system and mechanism of vocational

literacy education, and exploring an optimized path suitable for the actual situation of higher vocational colleges to meet the urgent needs of society for high-quality modern professionals. It is hoped that through innovative education systems, students' professional literacy can be improved, so that they can have good professional literacy in employment and excel in the workplace.

2. Current Situation of Automobile Marketing and Service Specialty

The major of automobile marketing and service has distinctive professional characteristics and certain professional advantages in innovation and entrepreneurship education. However, with the arrival of the era of "big data" and the transformation of people's consumption habits, higher requirements are put forward for the major of automobile marketing and service. In teaching, it is possible to introduce the corporate culture of the automotive marketing and service industry into the classroom, adopting a "task driven+activity classroom" teaching model, and conducting teaching through various forms such as role playing, situational representation, games, and debates, to cultivate students' comprehensive abilities and improve their professional literacy [4]. Through research on the talent cultivation program and the current situation of professional teaching in the automotive marketing and service specialty, it is found that the automotive marketing and service specialty mainly has problems with the automotive marketing and service specialty in terms of professional positioning, curriculum settings, and teaching methods, as shown in Figure 1.

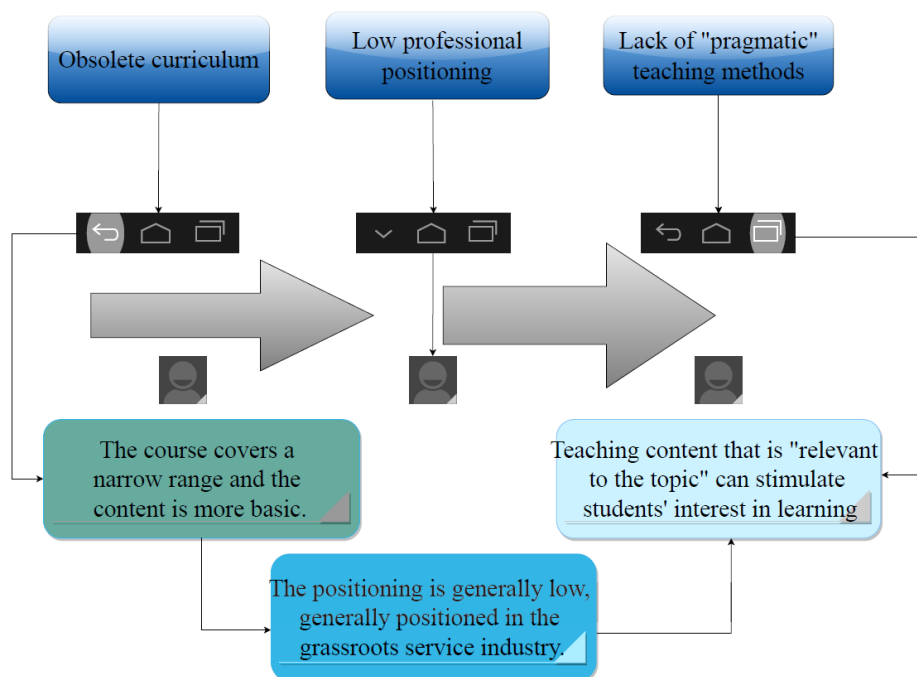


Figure 1 Problems in Automobile Marketing and Service Specialty

Students in school are relatively intuitive feedback. By understanding the employment situation of the last graduates, they will make relevant preparations in a targeted manner, which will be embodied in the textual research, the transfer of majors, and the enrollment of college graduates [5]. In addition to the training of basic teaching, basic courses and professional core courses of automobile marketing, it is also necessary to strengthen the training of professional skills and practical ability. Especially for the cultivation of innovative practical ability, the practical training of innovation and entrepreneurship courses can lay a solid theoretical foundation for students, and the innovation and entrepreneurship competition can quickly improve students' comprehensive practical ability.

3. The significance of professional quality education for students majoring in automobile marketing and service

3.1. Professional quality of students

Nowadays, enterprises and institutions attach great importance to the professional quality of their employees. If students receive good education and training in professional quality during school, graduates are more likely to gain recognition and appreciation from the unit in employment. In terms of ability and quality, from cognitive ability to operational skills, to technical analysis, to learning potential, it is emphasized that the cultivation of professional skills or professional abilities should be fully considered to improve comprehensive professional abilities [6]. First of all, there are "two skins" of vocational literacy education and vocational and technical skills education. The situation of teaching majors and literacy is relatively prominent. Professional leaders are the key but stray from the core of professional quality education. Organize automotive students to participate in practical activities such as the "May 1st Auto Show" and "11th Auto Show", and learn about their practical skills in automotive sales and service through information feedback from corporate mentors.

Improve students' competition level through the training method of theory practice theory. Do a good job of dynamic monitoring of corporate and market demand, and be sufficiently sensitive to market demand, so as to achieve the goal of cultivating innovative and entrepreneurial capabilities in the teaching material system [7]. We will earnestly promote the improvement of the teaching material system for innovation and entrepreneurship. For students majoring in automotive marketing and service, vocational quality education can help students establish a professional spirit of being happy, diligent, and proficient. In terms of spiritual quality, from ideological quality, professionalism, work attitude, and sense of cooperation, it is emphasized to consider the hierarchical positioning and future career development of talent cultivation, and to clarify the service needs of talent cultivation. It plays a significant role in their future performance in their jobs, making them love the car service work they are engaged in.

3.2. Students set up a correct career outlook.

Before entering the social work post, we should establish a correct professional outlook. The concept of education and training has also changed from "training level" in the past to "high quality and skill", and at the same time, the concept of education emphasizes "adaptation" rather than "selection" in the past. The content of education and teaching has also changed from emphasizing knowledge and skills in the past to emphasizing "comprehensive quality" [8-9]. The professional literacy education of different majors is like a chess game, and the problems have not been solved in a targeted way. The motivation of professional literacy education is weak, the atmosphere is not strong, and it is inefficient.

Build a high-level and professional training and training base for automobile sales inside and outside the school with the help of the platform of automobile enterprises. Specifically, the exploration and innovation of the training mode of automobile sales talents must adhere to the principle of combining theory with practice, break the traditional automobile sales mode, and actively explore and develop new automobile sales modes [10]. The implementers follow the specific objectives and contents of professional literacy education by feeling, and the results are uneven. Therefore, according to the specific needs of the automobile service industry, the school should formulate a feasible education and training plan and implement the plan, so that students can be familiar with the needs of general customers and master the skills of service etiquette and customer communication during their school days.

4. Innovative Research on the Vocational Literacy Education System for Automobile Marketing and Service Majors

4.1. Integrating professional quality education into professional education

In order for students to develop good professional literacy, schools should conduct professional cognitive education after freshmen enter the school. Through teacher-student discussions, professional cognitive lectures, visits to automobile marketing and service related enterprises, etc., students can learn about their majors, become familiar with their majors, and love their professions, thereby consciously strengthening the cultivation of their professional literacy. Therefore, it is necessary to mobilize all positive factors, so that students are constantly influenced, tempered, and improved in the professional atmosphere and state, in order to be more effective. Refining the real demand for professional literacy from professional positions and workplace operations, deeply analyzing the comprehensive conditions and potential driving forces of vocational students, giving full play to the role of teachers, equipment and facilities, and funding security, and establishing a systematic vocational literacy cultivation education model is the key.

From a practical perspective, internal feedback mechanisms generally focus on teaching quality, while external feedback mechanisms generally focus on employment quality. The two complement each other and are indispensable. As shown in Table 1, based on the employment creation situation of graduates majoring in automotive marketing and service and the specifications of industry enterprises' talent needs, combined with the Mercer job evaluation system, the level of innovation and entrepreneurship ability cultivation for automotive marketing and service majors has been determined, and is embedded in the professional curriculum system.

Table 1 Innovation and Entrepreneurship Ability

Arrangement	Innovation ability	Entrepreneurial ability
Level 1	Complete the established work tasks according to the job position and business process, without requiring changes.	Possess job group oriented tasks for automotive marketing and service majors
Level 2	Correct and resolve certain links and process errors in the work.	Comprehensively and thoroughly understand the current situation of enterprises in the automotive manufacturing, automotive marketing, and service industries.
Level 3	Improve post processes, products, and technologies to improve work efficiency.	Ability to use professional knowledge to solve and improve problems existing in the enterprise

In the actual teaching process, teachers first complete the explanation of key knowledge through video playback, and the remaining time for students to independently complete the learning of unit modules. During this period, teachers can achieve supervision and guidance for students. Clarify the responsibilities of all teachers for innovation and entrepreneurship education, encourage all teachers to participate in the teaching of innovation and entrepreneurship courses, revise and improve the performance evaluation of teachers and teams, and incorporate the performance of innovation and entrepreneurship education into the scope of performance evaluation. The improvement of teaching quality can significantly enhance students' professional literacy and employment quality, and in turn, the improvement of employment quality can also enable students and teachers to summarize experience and innovate methods in a timely manner, thereby further improving teaching quality.

4.2. Strengthening students' professional quality by means of skill competition

Automobile service employees should not only master professional knowledge and skills, but also have good professional quality. During the period of school education and training, the major of automobile marketing and service should strengthen the cultivation of students' professional consciousness and professional ethics, let students know their social values and social

responsibilities, and help students successfully enter the society and adapt to it quickly. Skills competition is an effective way to cultivate and strengthen students' professional quality. Therefore, schools should often hold skill competitions according to the characteristics of majors and the specific conditions of students. Ability education and quality education are coordinated and integrated, and all courses are assessed for general professional quality; The integration of courses, teaching and activities, study and work, specialty and specialty, specialty and practice, on-campus and off-campus, life and entrepreneurship.

The practice system of extracurricular activities is also systematic, professional, characteristic and collaborative. Pay attention to interdisciplinary cooperation, cultivate students' innovation and entrepreneurship ability, foster their strengths and avoid weaknesses, and cultivate students' short-board ability except professional knowledge. For example, students majoring in automobile marketing and service lack systematic training in specific technical development, financial knowledge and organizational structure ability of management knowledge. Automobile cultural knowledge contest, automobile sales skill contest, automobile after-sales service skill contest, automobile dream speech contest, etc., and encourage students to actively participate in these competitions, and at the same time encourage students to actively participate in skills competitions related to automobile marketing and service outside school. Parents of students are important concerns about students' growth and success, and their satisfaction with graduates' employment quality also directly reflects the professional quality training level of the school; Social evaluation is a comprehensive feedback mechanism for students' professional quality education, which mainly provides information feedback through residents around the school, news media and industry practitioners.

5. Conclusions

With the expansion of college enrollment in recent years, the employment competition for college graduates is becoming increasingly fierce, and the pressure on students is also increasing. Currently, higher vocational colleges in China have actively explored and reformed the vocational literacy education for students, and have achieved remarkable achievements. However, there are some outstanding problems that need to be solved urgently in the relevant institutional mechanisms. When recruiting talents, it is often necessary to comprehensively consider the abilities and qualities of college graduates. Among them, professional quality is the basic quality for college graduates to become employees, and it is also an aspect that enterprises and institutions attach special importance to when recruiting talents. This article attempts to research and innovate the professional quality education system for students majoring in automobile marketing and service, and take various measures to effectively do a solid job in student innovation and entrepreneurship. In the context of innovation and entrepreneurship, we actively seek an education and training system for automobile marketing and service majors in higher vocational colleges. How to combine qualitative and quantitative methods to evaluate vocational school students' professional core literacy that is difficult to fully quantify in a more scientific and effective manner? Answers to such questions all involve the choice of values for student evaluation. To explore the issue of cultivating students' professional literacy, we hope to improve students' professional literacy through innovative education systems, so that students can have good professional literacy in employment and excel in the workplace.

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