

The Importance and Method of Deep Integration of Innovation and Entrepreneurship Education and Advertising Education

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Abstract: Develop entrepreneurial innovation ability of university students, colleges and universities for the community, an important measure for economic education market, especially for advertising specialty training college and pay attention to their innovative ability is essential. In the exploration and research of the innovation and entrepreneurship education in advertising majors, it should be based on the research resources of advertising majors and teaching reforms, focusing on the reform of transformation curriculum reform and talent training programs, and guided by the training mechanism of innovative entrepreneurs. Gradually strengthen the deep integration of innovation and entrepreneurship education and talent training system, curriculum teaching content, practical education activities, curriculum assessment and credit assessment, so as to improve the teaching level of college advertising majors.

1. Introduction

In addition to requiring students to systematically master the basic theory of advertising operations, it is necessary to have a good professional practice ability and professional quality. Advertising activities can be carried out according to job requirements. Therefore, in the education and teaching activities, the development of innovation and entrepreneurship education is an important content in the teaching of advertising. Carrying out the innovation and entrepreneurship education of advertising majors is an important way to improve students' professional practice ability. By teaching innovation and entrepreneurship courses, carrying out innovation and entrepreneurship training, and participating in professional innovation competitions, students can comprehensively improve their ability of innovation and practice, so that students can master and skillfully use the system. Modern electronic media, especially new media technologies such as video and Internet, focus on cultivating creativity, design and planning capabilities, while teaching professional skills in advertising operations such as media operations, branding, customer service, and public relations, and cultivating the advertising industry. And advanced advertising talents in

related cultural industries. This paper combines the characteristics of advertising majors and market demand, establishes correct training objectives, reforms a single training model, and further improves the quality of talent training. This article analyzes the necessity of innovation in innovation and entrepreneurship education in advertising and proposes reform objectives. It also discusses the ways of innovation and entrepreneurship education reform in light of actual conditions.

2. The Necessity of Carrying out Innovation in Innovation and Entrepreneurship Education in Advertising

1. The implementation of advertising innovation and entrepreneurship education reform is an important way to achieve talent cultivation.

For the advertising major, scientific and perfect training programs should include theoretical teaching, practical ability training and innovation and entrepreneurship training. Among them, the cultivation of innovation and entrepreneurship is a sublimation of the first two training contents. It mainly depends on a scientifically sound teaching system. During the student's school period, the students carry out innovation and entrepreneurship training activities according to the teaching system formulated, which is more in line with the professional training rules and training objectives. At present, some colleges and universities have cultivated innovative and entrepreneurial abilities in the process of cultivating professional talents in advertising.

There are still major deficiencies, or the establishment of innovative and entrepreneurial links is irregular, unsystematic, and coping with the situation. The students trained under this system have a large gap in the demand for innovation and entrepreneurship compared with the industry. Failure to implement reforms will affect the realization of the goal of training innovative and entrepreneurial advertising talents.

2. Implementing the reform of innovation and entrepreneurship education in advertising majors is an important means of cultivating students' innovative consciousness and entrepreneurial ability.

The professional knowledge of advertising is updated quickly, and new technologies, new ideas, new media, and new methods that are constantly emerging have a greater impact on advertising operations. As future advertisers, we must not only update professional knowledge, but also understand the latest creative ideas. Only in this way can we create good works and keep pace with the development of the industry. The National Ministry of Education, the Provincial Department of Education, and the Advertising Industry Association hold various types of professional competitions each year. The purpose is to establish a platform for cultivating and evaluating students' innovative awareness and entrepreneurial ability so that all universities and colleges can use this as an opportunity to strengthen the work. Emphasis is placed on cultivating students' innovative awareness and entrepreneurial ability as an important task. It can be seen that only the continuous updating of teaching content and the use of the latest teaching methods and means can meet the needs of personnel training.

3. Implementing the reform of innovation and entrepreneurship education in advertising majors is an important guarantee for improving students' entrepreneurial and employability.

For students who will work in the advertising industry in the future, mastering professional practice skills, familiarizing themselves with the status of the industry, and grasping future employment orientation are the basic thresholds for future employment. At the annual graduate recruitment fair, the employer will also consider whether students have practical ability, can quickly move to work, and students with strong practical ability and quick hands-on operation are more popular. In job interviews, examining students' practical ability and hands-on ability is also an important content and even the only assessment content. It can be seen that the construction of a

scientific and reasonable teaching system, step by step guide students from the school to the society and industry, as soon as possible familiar with the post needs is an important task in the teaching arrangement. Effectively carrying out innovative and entrepreneurial training activities is essential to improve students' entrepreneurial and employability and improve the quality and level of employment.

3. The Status Quo of the Training Mode of Advertising Professionals in the Context of Innovation and Entrepreneurship

The "Implementation Opinions on Deepening the Reform of Innovation and Entrepreneurship Education in Colleges and Universities" issued by the State Council clearly emphasizes the basic principles of "teaching all, classifying teaching, combining professions, and strengthening practice". The basic principle of "combining professions" is innovation. The important form of realization of entrepreneurship education has been widely carried out in various colleges and universities. Advertising belongs to the cultural and creative industry. The advertising major should be the most professional with "creative innovation genes", and the advertising professionals should be the most innovative and entrepreneurial potential groups. However, according to the actual situation of the innovation and entrepreneurship education conducted by the domestic advertising specialty, there are still some problems in the training model of advertising professionals.

3.1. The Training Target for Advertising Professionals is out of Line with Market Demand

The talent market under the background of innovation and entrepreneurship puts a higher demand on talents. The trend of the Internet economy, the development of new media, and the penetration of high and new technologies have all caused drastic changes in the advertising market. What is needed now is a new type of advertising talent who is familiar with the new media environment, adapts to Internet thinking, is good at innovation, and has the courage to innovate. However, most colleges and universities are still stuck in cultivating traditional advertising talents. The training objectives and market demands are seriously out of touch.

3.2. The Training Program for Advertising Professionals is out of Touch with the Actual Environment

It is embodied in the training specifications, curriculum settings, practical teaching and other aspects of the training program that do not highlight the education orientation of innovation and entrepreneurship. In terms of training specifications, it still stays in the old knowledge and ability category, and it does not adapt to the new knowledge and ability requirements in the context of innovation and entrepreneurship. In terms of curriculum setting, it embeds the names of innovation and entrepreneurship courses in isolation and is not actually structured and scientifically rigorous. The innovation and entrepreneurship curriculum system; in practical teaching, practice teaching has "quantity" and "quality", only pursues the quantity of practice, but does not pay attention to the summary of practice, and practice teaching is seriously out of touch with the industry, industry, and industry.

3.3. The Training Mode for Advertising Professionals needs Further Exploration and Innovation

At present, in combination with professional education to carry out innovation and entrepreneurship education, the majors of science and engineering background have become

relatively mature. They can closely contact the industry, serve the local economy, and pioneering the establishment of industrial colleges to develop excellent engineer training programs. The enterprise implements a new talent training mode such as the joint training mechanism to carry out personnel training. In comparison, the professional training mode of the advertising major is relatively simple and traditional, and there is no successful and mature new talent training model.

3.4. Questionnaire Design

Questionnaire survey is a basic and commonly used research method to search information through the distribution and recovery of the questionnaire. For the purpose of this study, based on Johnson's language learning cognition and presentation questionnaire, the questionnaire of this paper is formulated. After revision and preliminary test, the questionnaire is determined to be the formal questionnaire supporting this paper. The questionnaire was distributed to 250 college students and 50 teachers with the title of "the importance and methods of deep integration of innovation and entrepreneurship education and advertising education". 300 questionnaires were distributed and 295 valid questionnaires were collected, with an effective rate of 98.3%.

3.5. Reliability Test of the Questionnaire

The so-called half-reliability is to divide the questionnaire into two halves, and then calculate their reliability coefficients separately. When the reliability coefficients of the two halves are the same, the Spearman-Brown formula is often used to obtain the reliability coefficient of the entire questionnaire.

$$r_{SB} = 2r_{SH} / (1 + r_{SH}) \tag{1}$$

When the coefficients of the two halves are not the same, the Lulun formula should be used for calculation.

$$r_{Rulon} = 1 - \frac{S_{a-b}^2}{S_t^2} \tag{2}$$

4. The Advertising Professional Innovation and Entrepreneurship Education Reform

1. Define the connotation of innovation and entrepreneurship education, and establish a correct concept of innovation and entrepreneurship training.

Table 1. Innovation and entrepreneurship education methods

	Teachers	Students
Cultivate the awareness of innovation and Entrepreneurship	32.65%	31.84%
Cultivate the ability of innovation and Entrepreneurship	17.26%	18.45%
guide students' cognitive environment	35.11%	32.13%
practice or simulation training	14.98%	17.58%

As can be seen from table 1 and figure 1, innovation and entrepreneurship education should first focus on awareness training, enlighten students' sense of innovation and entrepreneurship, make students understand the quality requirements of innovative talents, understand the concept, elements and characteristics of entrepreneurship, so that students master the basic knowledge needed to carry out entrepreneurial activities; Secondly, to enhance the ability to cultivate students' critical thinking, insight, decision-making power, organizational coordination and leadership and other innovative

and entrepreneurial qualities, so that students have the necessary entrepreneurial ability; Third, guide students' cognitive environment, and correctly analyze the current enterprise And industry environment, understand entrepreneurial opportunities, grasp entrepreneurial risks, master business management processes and skills, etc. Fourth, practice or simulation training, through the writing of entrepreneurship plans, and the development of simulated practical activities, encourage students to experience and participate in entrepreneurship. These training links are interdependent and are an important channel for forming entrepreneurial capabilities. After many years of practice, innovation and entrepreneurship education has been recognized by most people as an important way to innovate entrepreneurial talents.

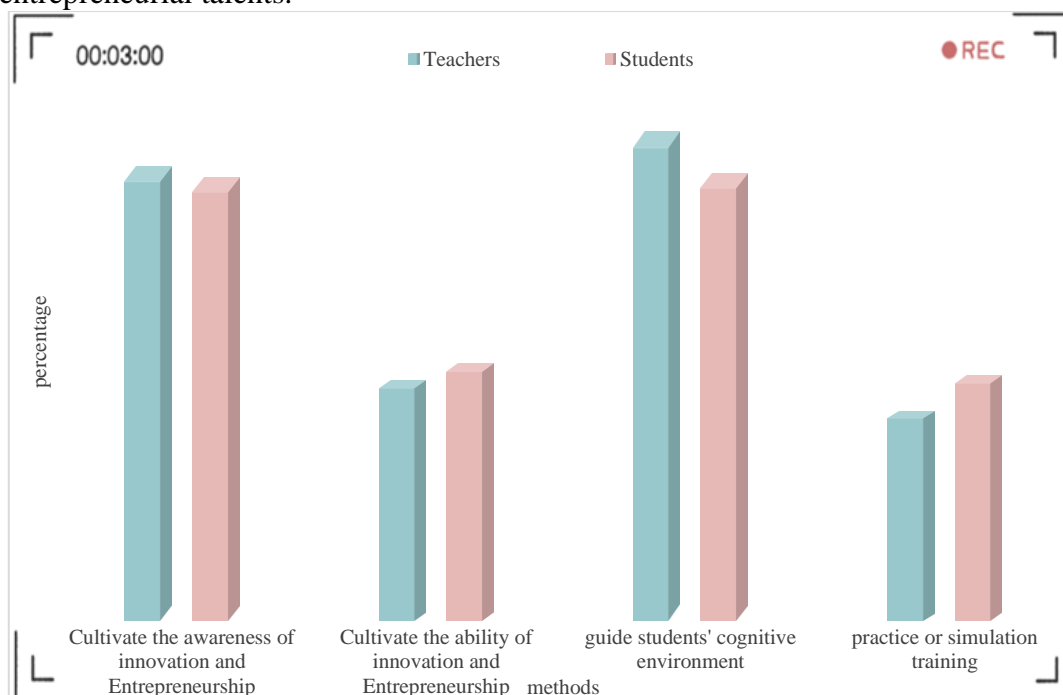


Figure 1. Innovation and entrepreneurship education methods

2. Integrate innovation and entrepreneurship education into quality education, and combine the first classroom with the second classroom to carry out innovation and entrepreneurship education.

In the first class, adjust the teaching program, increase the proportion of elective courses, and broaden the space for students to choose their own choices; set up "innovative thinking training", "news hot topics and frontier lectures", "information retrieval", "ad creative" series Innovative training courses; Skills and practical courses such as "Advertising graphic design, New media technology application and Multimedia design and production" are set up, and "Advertising Planning Practice", "New Media Copywriting", "Festival of Festivals and Activities" are set up. "Practice" and other practical courses and "photographing practice", "news interviews and editing practice", "advertising planning and creative comprehensive practice" and other curriculum practices, to achieve the combination of knowledge transformation into ability training; set up a special "employment guidance and entrepreneurship foundation "Entrepreneurship courses" such as "Online Entrepreneurship" have formed a relatively complete entrepreneurship education curriculum system; at the same time reforming teaching methods, advocating participatory teaching, project simulation teaching, project training teaching, task-driven teaching and other methods; to encourage students to think innovatively. Guidance, reform examination methods, increase in the proportion of evaluation indicators of practical ability To raise the overall quality and effectiveness of teaching.

In the second class, students are encouraged to participate creatively in various social practice activities and public welfare activities. Actively participate in various competitions and other forms to form an entrepreneurial education practice group based on professionalism and organized by projects and organizations. The establishment of an innovation and entrepreneurship incubation base will provide students with a real innovation and entrepreneurship practice platform. Invite the successful entrepreneurs in the industry to present their own ideas, open entrepreneurial forums, stimulate students' entrepreneurial enthusiasm, and accumulate entrepreneurial experience. Encourage college students to actively start their own businesses, and build their ideas: to establish a campus innovation and entrepreneurship park for college students - to fund college students' entrepreneurial projects - to develop campus service projects - to obtain stable income - to form a venture capital fund.

3. Cultivating a professional faculty with innovative and entrepreneurial leadership skills.

First of all, focus on the classification and training of theoretical teachers and practical teachers. In the training of theoretical faculty, we should pay more attention to the cultivation of teachers' creative thinking and provide demonstrations for the development of students' creative activities. In the training of practical teachers, we must pay more attention to the entrepreneurial experience of entrepreneurial teachers. We can actively employ entrepreneurs who have entrepreneurial experience and have served or are still in corporate management positions. Secondly, and the best way is to gradually cultivate both theoretical and practical dual-energy teachers. For example, in order to solve the problem of teachers' lack of practical experience in entrepreneurship, our school has implemented a system of teacher-to-industry job placement and encouraged teachers to start their own businesses. Every year, our school sends professional teachers to enterprises and public institutions to provide jobs, and provides colleges and universities with science and technology parks and entrepreneurship bases for professional teachers to start their own businesses. It is just one of our colleges. Every year, we send out several teachers to go on duty. Now, professional teachers already have company startups and teachers. We have the practice and experience of starting a business. Students can visit teachers' companies according to the content of the courses and help teachers to participate in project practice. This has a great effect on improving students' practical ability and entrepreneurial ability.

5. Conclusion

In the exploration and research of strengthening the innovation and entrepreneurship education in the advertising specialty, we should use the existing teaching resources and teaching reform research results of the advertising specialty as the foundation, focusing on the innovation and entrepreneurship curriculum reform and personnel training program reform to cultivate the advertising disciplines. The theoretical knowledge, strong creative, design, and production capabilities of print advertising can be advertised in advertising companies, media advertising agencies, corporate and institutional marketing departments, market consulting agencies, governments, and cultural and creative industries, and other related agencies. Targeting high-quality innovative and entrepreneurial talents in planning, advertising design and production, integrating innovation and entrepreneurship education concepts into undergraduate talent training programs, professional courses and professional practice teaching, and intensifying the integration of innovation, entrepreneurship education and professional education to build A new curriculum system that combines production and education, school-enterprise cooperation research and application, teaching content and method reform, and innovation and entrepreneurship education to cultivate high-quality innovative entrepreneurial talents with strong advertising professional practice ability, innovative spirit and entrepreneurial potential.

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Conflict of Interest

The author states that this article has no conflict of interest.

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