

# Teaching Strategies for Automotive Marketing Courses under the Background of Ideological and Political Education

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**Abstract:** Curriculum based ideological and political education is a comprehensive educational concept that regards the cultivation of moral character as the fundamental task of education. The primary task of vocational colleges in cultivating students is to cultivate applied talents that meet the needs of social development. Therefore, during all subject teaching activities, teachers need to attach importance to carrying out ideological and political education for students. Based on this, this study analyzes the necessity of applying ideological and political education in the development of modern education, summarizes the existing problems in the automotive marketing curriculum of vocational colleges, proposes specific ways such as scientific application of science and technology and transformation of educational concepts, in order to provide assistance and reference for the development of automotive marketing curriculum teaching in China.

**Keywords:** Course Ideology and Politics; Automotive Marketing; Course Teaching

## 1. Introduction

During the teaching period of automotive marketing courses, teachers not only need to attach importance to the teaching of professional course theoretical knowledge to ensure that students fully grasp the relevant theoretical knowledge and industry development trends of the course, but also need to pay attention to the cultivation of students' professional ethics. Therefore, teachers need to summarize the practical needs of automotive marketing courses and the development of modern society, actively develop the correlation between automotive marketing courses and ideological and political education, and provide guidance on teaching methods that meet the actual learning needs and situations of vocational colleges, in order to promote the integration of automotive marketing course teaching and ideological and political education in vocational colleges. Therefore, how to introduce ideological and political education into the teaching of automotive marketing courses has become a focus of attention for many scholars.

## 2. The Necessity of Integrating Ideological and Political Education into the Development of Modern Education

### 2.1 The necessity of applying curriculum ideological and political education in the development of modern education

There is a close relationship between education and the overall development level of society, so the development of education also needs to be synchronized with society in order to ensure that the talents cultivated by education development truly serve the development and construction of society <sup>[1]</sup>. At present, China's society is in a state of rapid development, which means that modern education can conform to the trend of social development, and it is necessary to ensure that educational activities can adapt to social development and make corresponding adjustments. Ideological and political education requires the integration of various courses and ideological and political theory courses, and regards the cultivation of moral character as the basic idea of ideological and political education. On the basis of professional training for talents, it cultivates their ideological and political moral education concepts. The efficient integration of ideological and political education with other courses helps professionals to link the cultivation of personal abilities with social and educational development during their participation in knowledge learning activities. In this regard, the infiltration of ideological and political education into curriculum teaching has become an inevitable trend in China's modernization development. Therefore,

vocational colleges should integrate the teaching of automobile marketing with ideological and political theory courses to promote the development of educational work.

### ***2.2 Curriculum ideological and political education is a key factor for students to adapt to social and professional development***

Vocational college students mainly learn about automotive marketing and promotion related professional knowledge when participating in course learning activities. If students hope to gain more benefits in professional competition, they need to ensure that they have a high level of professional ethics. The integration of various ideological and political education requires the integration of ideological and political education with the cultivation of professional ethics in different subject education work. It represents that students not only learn theoretical knowledge in the course learning process, but also need to clarify China's basic policies and various systems, confirm the legal provisions that need to be followed in various fields of social development, and use these provisions to constrain and manage students during education until they form good professional ethics. From this perspective, introducing ideological and political education into automotive marketing teaching in vocational colleges can strengthen students' awareness of rules and laws, gradually generate political ideas and rules restrictions in their minds, and have a positive impact on promoting students' career development. Therefore, the application of ideological and political education in the curriculum during students' career development is a key factor in improving their professional competitiveness. Therefore, teachers need to actively explore the organic integration of curriculum education and ideological and political education during subject education activities.

### ***2.3 The practical need to inherit China's excellent traditional commercial culture***

The excellent traditional commercial culture of China is a key component of our country's traditional culture. During the Warring States period, Bai Gui believed that in business, one should possess four virtues: intelligence, courage, benevolence, and strength. Every dynasty's merchant in our country has a special spiritual culture, such as the spirit of Qin merchants, the spirit of Jin merchants, etc., all of which demonstrate the excellent traditional culture of our country. Chinese excellent traditional business culture is also a spirit that enterprises need to possess in the context of the new era. Therefore, vocational colleges also need to integrate this excellent business culture into their teaching when offering automotive marketing courses, and regard classroom teaching as an important platform for promoting the development of traditional Chinese culture. It can be seen that vocational colleges conducting ideological and political education in automotive marketing courses is an inevitable need for the inheritance of excellent traditional Chinese culture.

### ***2.4 The demand for promoting the cultivation of core competencies in the field of automotive marketing***

Automotive marketing is a core course in the field of business, and in the process of cultivating automotive marketing talents, emphasis should be placed on cultivating students' disciplinary literacy. Nowadays, the automotive marketing courses in vocational colleges have not yet developed the core competencies of this course, and the curriculum competencies need to be developed in conjunction with the core competencies of other business courses. Teachers should make moral education the main focus of education, ensuring that students form correct outlooks on life, the world, and values, and develop socialist core values. Simultaneously possessing excellent professional ethics, professional qualities, and a craftsman spirit of continuous improvement. We should cultivate students' excellent physical and mental qualities as well as humanistic qualities. Although the implementation of this goal is difficult and lacks practical measures and channels in actual work, the reform of ideological and political education in vocational college automotive marketing courses has formed a close integration between automotive marketing courses and ideological and political courses to effectively solve this problem. Therefore, actively promoting the reform of ideological and political courses in vocational colleges is a practical need to promote the cultivation of core elements in the field of automotive marketing.

### **3. Teaching Plan for Automotive Marketing Course under the Background of Ideological and Political Education**

#### ***3.1 The teaching mode of ideological and political education in courses is relatively simple***

In the context of the development of socialism with Chinese characteristics, the demand for talents in society is constantly increasing, and the requirements for the abilities of professional talents have also undergone significant changes. Therefore, during the teaching of automotive marketing courses in vocational colleges, it is necessary to apply the ideological and political education of the courses reasonably in classroom teaching work, which has important value in promoting students' comprehensive development [2]. Because during the period of teaching reform, teachers often follow traditional teaching concepts and naturally adopt traditional teaching methods. In classroom teaching, teachers only focus on teaching the content of the textbook, and only unilaterally impart theoretical knowledge to students, while students can only passively receive theoretical knowledge and practical skills of the course. Therefore, students' enthusiasm for learning has declined, and the cultivation of comprehensive abilities and qualities will inevitably be affected. In addition, with the diversification of new market economic components and economic interests, as well as changes in social life patterns, if teachers still adopt a relatively single teaching mode in teaching and ignore the education of moral concepts, it will inevitably affect the overall quality of curriculum teaching.

#### ***3.2 Teachers lack understanding of ideological and political education***

Ideological and political education is currently the key ideological guidance for vocational colleges to carry out professional course education. By integrating ideological and political education with subject teaching, it has important value in helping students form professional ethics and subject literacy. However, at present, due to the lack of comprehensive understanding of ideological and political education in teaching reform and education, especially the emphasis on education, the problem of neglecting ideological and political education still exists. They do not understand how to achieve curriculum ideological and political education, so the cultivation of students' moral literacy is superficial and not conducive to the correct establishment of students' worldviews, values, and outlooks on life. Moreover, during the activity period, teachers did not establish clear regulations for cultivating professional personnel in accordance with the needs of ideological and political education in the curriculum, making it difficult to effectively cultivate marketing talents with both moral standards and professional abilities.

#### ***3.3 The integration of curriculum and ideological and political education is not closely linked***

During the reform of automotive marketing course teaching, educational concepts and teaching plans provided strategic guidance for the development of teaching activities. The scientific setting of goals and the reasonable design of teaching activities directly affect the quality and efficiency of course teaching [3]. At present, the concept of ideological and political education in courses is permeating into the teaching of professional courses. However, due to the lack of correct educational concepts among many professional course teachers, they often believe that there is a close relationship between automobile marketing work and ideological and political education work. During the teaching period, there is an excessive emphasis on the reform of professional course teaching, while neglecting the synergistic effect between ideological and political education and professional courses. Over time, although students have mastered basic automotive technology services and marketing theoretical knowledge, and their personal professional abilities meet the homework requirements, they still cannot achieve the goal of comprehensive development.

### **4. Specific Measures for Automotive Marketing Courses under the Background of Ideological and Political Education**

#### ***4.1 Confirm ideological and political goals and requirements***

In ideological and political education, teachers should guide students to deeply grasp theoretical knowledge such as market positioning and marketing plans, and analyze them based on real-life cases. For example, by analyzing the marketing plans of excellent automotive companies, students can fully grasp the theoretical knowledge of brand positioning and market segmentation, and gradually master how to apply these theories reasonably in practice. This method of integrating theoretical

knowledge with practical operations is beneficial for students to have a deeper understanding and digestion of relevant knowledge, and to improve their overall professional competence. Honesty, dedication, and responsibility are essential moral qualities in the workplace. In ideological and political education, teachers must attach importance to cultivating students' professional ethics, making them aware of their personal professional responsibilities and the ethical norms they need to abide by. For example, during automobile marketing, marketers should adhere to the basic principle of honesty and not exaggerate the performance of products in order to obtain marketing performance, deceiving consumers into purchasing behavior. In addition, We should guide marketing personnel to master basic professional ethics, take personal work seriously, and continuously improve their professional level. Innovation is the fundamental driving force for promoting the development of China's automotive industry, and it is also an effective channel for cultivating students' innovation and entrepreneurship abilities. During the period of ideological and political education, teachers also need to attach importance to cultivating students' innovative spirit, so that they can challenge tradition. For example, teachers can guide students to discuss the main directions and trends of the future development of the automotive industry, and encourage them to propose more innovative marketing plans for automotive brands. Not only that, teachers can also provide students with various entrepreneurial guidance and assistance, enabling them to transform innovative ideas into practical actions.

#### ***4.2 Reasonably apply science and technology***

During the implementation of automotive marketing work in vocational colleges, due to the limited time available for teachers in course teaching, and the fact that many teachers believe that the focus of automotive marketing courses is on cultivating students' professional skills, the balance between ideological education and professional education in actual teaching often cannot be effectively balanced, resulting in a serious impact on the overall teaching quality and efficiency of the course. In order to effectively address this issue, automotive marketing course teachers need to introduce advanced science and technology in a reasonable manner <sup>[4]</sup>. For example, teachers can use video teaching to carry out integrated education of ideological and political education in courses. During the teaching of automotive marketing courses, they can introduce relevant concepts and legal provisions in China to students in detail through short videos, so that students can master more professional knowledge and ideological and political education while browsing videos. Through the efficient use of video resources, the teaching process of automotive marketing courses can be effectively saved, making it easier for teachers to balance ideological and political education with the automotive marketing profession. In addition, marketing teachers can also integrate ideological and political education with real-life marketing cases. For example, teachers can search for some illegal cases in automobile marketing through the internet and display them in the classroom, using analysis of illegal cases to help students master professional knowledge and cultivate their basic moral concepts. Teachers need to guide students to establish a connection between personal thinking and professional ethics cultivation during the learning process. Teachers also need to integrate the latest developments and legal reforms in the automotive marketing industry to carry out teaching, so that students can not only learn about the knowledge of automotive marketing, but also grasp the relevant industry development trends and national support policies, understand the main work directions of the automotive marketing profession in the future, and clarify the possible limitations and constraints of future career positions. In addition, teachers also need to introduce advanced science and technology, such as VR video or AR technology. In future marketing, it is not only necessary to utilize traditional marketing methods, but also to learn how to master advanced marketing methods and integrate ideological and political education into them. Teachers can divide students into several groups and assign tasks to them, such as designing a marketing plan for a certain enterprise's automobile brand and requiring the reasonable application of science and technology, so that students can gradually master how to cooperate in learning and form good moral literacy in the process of learning knowledge.

#### ***4.3 Building a professional teaching team***

The penetration level of ideological and political education concepts in curriculum teaching is mainly influenced by teachers' professional abilities and their cognitive level of ideological and political concepts in the curriculum <sup>[5]</sup>. In order to further improve the current level of education, educational institutions need to continuously enhance the selection criteria for teachers, hire teachers who are proficient in professional theoretical knowledge and have rich teaching experience, carry out ideological and political education reforms in the automotive marketing major, and facilitate the comprehensive enhancement of students' professional abilities and professional qualities on the basis of clarifying the standardization of various educational and teaching work <sup>[6]</sup>. During the implementation of curriculum

teaching reform, educational institutions also need to strengthen professional training for teachers, which can be achieved through regular or irregular systematic training activities to cultivate teachers' professional competence and moral level. After the systematic training is completed, teachers need to undergo stage assessments to determine whether they have a comprehensive and correct understanding of the concept of curriculum ideology and whether they have the ability to apply this concept to curriculum teaching. With the formation of personal professional ethics and moral character, teachers can subtly and comprehensively influence students' professional ethics and professional spirit. Not only that, teachers can organize regular visits to other colleges for learning and exchange. Through this method, it can promote exchanges between vocational colleges and improve the teaching level of teachers, which is conducive to the further implementation of ideological and political education in the curriculum. In addition, during the teaching of automotive marketing courses, teachers are the organizers and guides of course teaching activities. They always shoulder the responsibility of imparting theoretical knowledge and professional skills in teaching, so that students gradually develop correct outlooks on life, the world, and values. In the teaching process, teachers should actively develop ideological and political elements, and use strengthened ideological and political education to promote students to gradually form correct professional ethics and qualities, laying a good foundation for students to engage in related work in the future.

#### ***4.4 Transforming the teaching philosophy of education***

Ideological and Political Education is a modern education and teaching concept, pay attention to the construction of a more perfect pattern of education and development. Based on the above analysis, it can be concluded that during the teaching of automobile marketing, there is still an overemphasis on teaching while neglecting ideological and political education, and the implementation of various ideological and political education in the curriculum is superficial<sup>[7]</sup>. Over time, the comprehensive development goals of students cannot be effectively achieved. In order to further enhance students' professional competence, teachers should fundamentally understand the concept of curriculum ideological and political education, abandon traditional educational concepts, actively integrate curriculum ideological and political content with marketing professional teaching, and use diversified teaching methods to continuously strengthen students' comprehensive competence on the basis of ensuring comprehensive explanation of theoretical knowledge in curriculum teaching. At present, with the continuous improvement of economic level, the cultivation of professional ethics of automotive marketing talents will also receive attention and importance from all sectors of society. In order to further strengthen students' professional ethics and professional qualities, teachers need to change their educational philosophy during the reform period of automotive marketing teaching, try to scientifically apply case teaching or task-based teaching methods, develop the possibility of integrating ideological and political education content with professional teaching content, and ensure that students can continuously improve their personal cultural literacy level during the study of professional theoretical knowledge, so that students can devote all their time and energy to learning, laying a good foundation for students to achieve all-round development<sup>[8]</sup>. In addition, in order to promote the development of students' personal abilities and qualities, teachers need to design and strictly implement teaching plans in advance. Specifically, based on a comprehensive understanding of students' ideological status, teachers should apply ideological and political education reasonably in professional course teaching to help students establish a scientific professional outlook and values.

#### ***4.5 Reasonably carry out course design***

Curriculum ideological and political education needs to be systematically planned and designed based on the overall curriculum, including the elements and resources of ideological and political education. Otherwise, its excellent educational role will not be fully realized. Therefore, teachers need to have a correct understanding of the long-term role of ideological and political education, rather than simply viewing it as an aid to students' professional learning. Therefore, when teachers carry out curriculum design, they should attach importance to cultivating students' sense of social responsibility and strive to cultivate their patriotism<sup>[9]</sup>. Afterwards, the starting point of ideological and political education in the curriculum should be to solve current and future social marketing problems, forming marketing practices with Chinese local marketing characteristics.

The marketing courses in vocational colleges contain a large number of ideological and political elements. As teachers, we should deeply develop them from different aspects such as course construction tasks, teaching content design, and teaching evaluation. We should organically integrate ideological and political elements with students' learning of marketing theory knowledge and practical ability cultivation,

and use various marketing contents to help students strengthen their service awareness, moral standards, etc. Analyzing the automotive marketing environment and emphasizing the responsibility of enterprises to society, with customers as the core of marketing work, is a way to value the responsibility to users; Relationship management emphasizes responsibility towards peers; Green impact emphasizes the responsibility for the sustainable development of social health <sup>[10]</sup>. Teachers apply a sense of responsibility to marketing teaching and continuously strengthen it, so that students gradually develop a sense of social responsibility. Nowadays, how to meet the needs of users for products is the focus of all marketing work carried out by enterprises. Therefore, for enterprises, whether it is goods or services, providing higher value to users must be the main goal in order to gain more users <sup>[11]</sup>. Therefore, in classroom teaching, teachers should consider how to guide students to strengthen their service thinking and awareness, ensure honest management and scientific competition in practical work, promote cooperation and win-win among enterprises in marketing, and enable students to form good moral qualities in the process of learning professional knowledge.

## 5. Conclusions

In the process of organizing professional teaching activities, vocational college students need to always adhere to the basic principle of cultivating students' moral character and political ideology, while cultivating their professional knowledge. Therefore, vocational colleges need to clarify the necessity of integrating ideological and political education into the development of modern education, summarize the existing problems in teaching work, and propose ways to transform educational concepts and establish professional teacher teams, in order to provide assistance for vocational colleges to carry out teaching and promote the development of ideological and political education in vocational colleges.

## Acknowledgement

Project Title: Exploration of Implementing 'Curriculum Ideology and Politics' in Vocational College 'Automotive Sales Practice' from the Perspective of 'Cultural Education'

Project Number: JP-24-23

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