

Research on Post Competency Cultivation and Apprenticeship Reform in Marketing Major Based on School-Enterprise Co-construction

-- Taking the Cooperation between Zhejiang Dongfang Vocational and Technical College and an E-commerce Enterprise as an Example

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Abstract

Driven by the dual forces of digital economy and consumption upgrading, this paper takes the school-enterprise cooperation between Zhejiang Dongfang Vocational and Technical College and a leading e-commerce enterprise as a case study to construct a modern apprenticeship model featuring "three-dimensional competency cultivation + four-stage progressive development". Through collaborative development of "Post-Course-Competition-Certificate" integrated curriculum systems, co-construction of digital marketing training centers, and implementation of dual-tutor collaborative mechanisms, the model achieves deep integration between education chains and industrial chains. Research shows that this model significantly enhances students' vocational capabilities and enterprise satisfaction: graduate employment rate reaches 98.5%, professional job-specific employment rate 85%, demonstrating a significant improvement over traditional models. The research results provide a replicable "Dongfang Model" for industry-education integration in vocational education, offering important reference value for deepening modern apprenticeship reforms.

Keywords

School-enterprise co-construction; post competency cultivation; modern apprenticeship; digital marketing; industry-education integration.

1. Introduction

Against the dual background of digital economy and consumption upgrading, China faces a digital marketing talent gap of 15 million (Alibaba Research Institute, 2023). Marketing positions require "competency compounding, skill practicality, and vision internationalization"[1]. The Vocational Education Specialty Catalogue (2023) issued by the Ministry of Education emphasizes deepening industry-education integration and transforming marketing majors towards digital marketing. As a "Double High Plan" construction unit in Zhejiang Province, Zhejiang Dongfang Vocational and Technical College actively connects with regional industrial needs, co-establishes a Digital Marketing Industrial College with a leading e-commerce enterprise, and innovates a "Post-Course-Competition-Certificate" integrated education model. Through school-enterprise collaboration in developing 5 "Golden Courses" such as Live-stream E-commerce Operations, building a digital marketing training center, and implementing "recruitment-to-employment" modern apprenticeship, it forms a "dual-entity, work-study alternating" talent cultivation paradigm[2]. The professional teaching team has also actively explored practical and theoretical research on high-skill talent cultivation under

school-enterprise cooperation models, achieving multiple research results that have been effectively implemented and verified.

2. Research Status at Home and Abroad

To better analyze and understand the cultivation of high-skill talents under school-enterprise cooperation models, the project team collected, analyzed, and collated relevant data through platforms such as CNKI and Wanfang Database, focusing on German dual system experiences, UK apprenticeship reforms, and domestic practical innovations.

1. German Dual System Experience

Germany's dual-track vocational education system is enterprise-led, forming a "enterprise training + vocational school theoretical learning" model. According to the Vocational Education Act, enterprises must provide apprentices with standardized training positions and qualified trainers (certified under the Training Instructor Qualification Ordinance). 2023 data from the German Federal Institute for Vocational Education and Training shows that dual system apprentices account for 68% of youth employment. Core features include:

- ① Dynamic curriculum system: Enterprise training content aligns closely with the Federal Vocational Education Regulations, with syllabi updated every five years;
- ② Dual certification mechanism: Apprentices must pass intermediate and final exams organized by industry associations, with nationally recognized certificates;
- ③ Quality assurance system: The Federal Institute releases an annual Training Position Report, reporting a 3.2% enterprise training vacancy rate in 2022. This model achieves seamless alignment between vocational competency cultivation and industrial demands[3].

2. UK Apprenticeship Reforms

The UK established its modern apprenticeship system through the Apprenticeships, Skills, Children and Learning Act, focusing on three key reforms:

- ① Employer-led standard development: Industry-led Apprenticeship Standards (Trailblazers initiative) now cover 170 occupational areas;
- ② Funding sharing mechanism: A 0.5% apprenticeship levy on total annual enterprise wages raised £2.8 billion in government investment in 2023;
- ③ Quality assurance system: Ofsted implements "graded supervision," with excellent apprenticeship programs increasing to 41% in 2022. Specifically in digital marketing, the UK Creative Industries Council's Digital Marketing Apprenticeship Standard includes 12 core skill indicators such as SEO optimization and data analysis, providing a quantifiable reference system for vocational competency cultivation[4].

3. Domestic Practical Innovations

① Shenzhen Polytechnic's "Four-Party Collaboration" Model: Partnering with leading enterprises like Huawei and Tencent, it establishes a "government-industry-enterprise-university" joint mechanism. Through joint industry colleges (e.g., Huawei ICT Academy), it implements integrated "curriculum-certification-position-competition" training. 2023 data shows graduates have 35% higher average starting salaries than peers, with 96% enterprise satisfaction.

② Nanjing Vocational University of Industry's "Industry Professor" System: Recruit industry leaders as professors to participate in curriculum development, practical training, and R&D. For example, an industry professor team in intelligent manufacturing led the development of modular Industrial Robot Programming courses, resulting in a 40% annual increase in student national patent authorizations.

③ Zhejiang Dongfang Vocational and Technical College's "Jinhai Artisan Valley" Model: Collaborating with Wenzhou Economic Development Zone to build a cross-enterprise training

center, it implements a "three-dimensional competency cultivation + four-stage progression" system, achieving three consecutive years of top local employment rates in Wenzhou. These practices provide diverse paradigms for school-enterprise collaborative education[5].

(4) Comparative Analysis

Dimension	German Dual System	UK Apprenticeship	Chinese Model
Leading Force	Enterprises	Employers	Government + Enterp
Certification	Industry Associat	Education Standard	Vocational Certifi
Funding Source	Enterprise-based	Government-Enterpri	Government Subsid
Digitization	Industry 4.0 Inte	Digital Badges	Smart Training Pla

3. Implementation Path of Modern Apprenticeship

Based on in-depth analysis of domestic school-enterprise cooperation models, the project team developed a three-dimensional competency model for modern apprenticeship, as shown in Figure

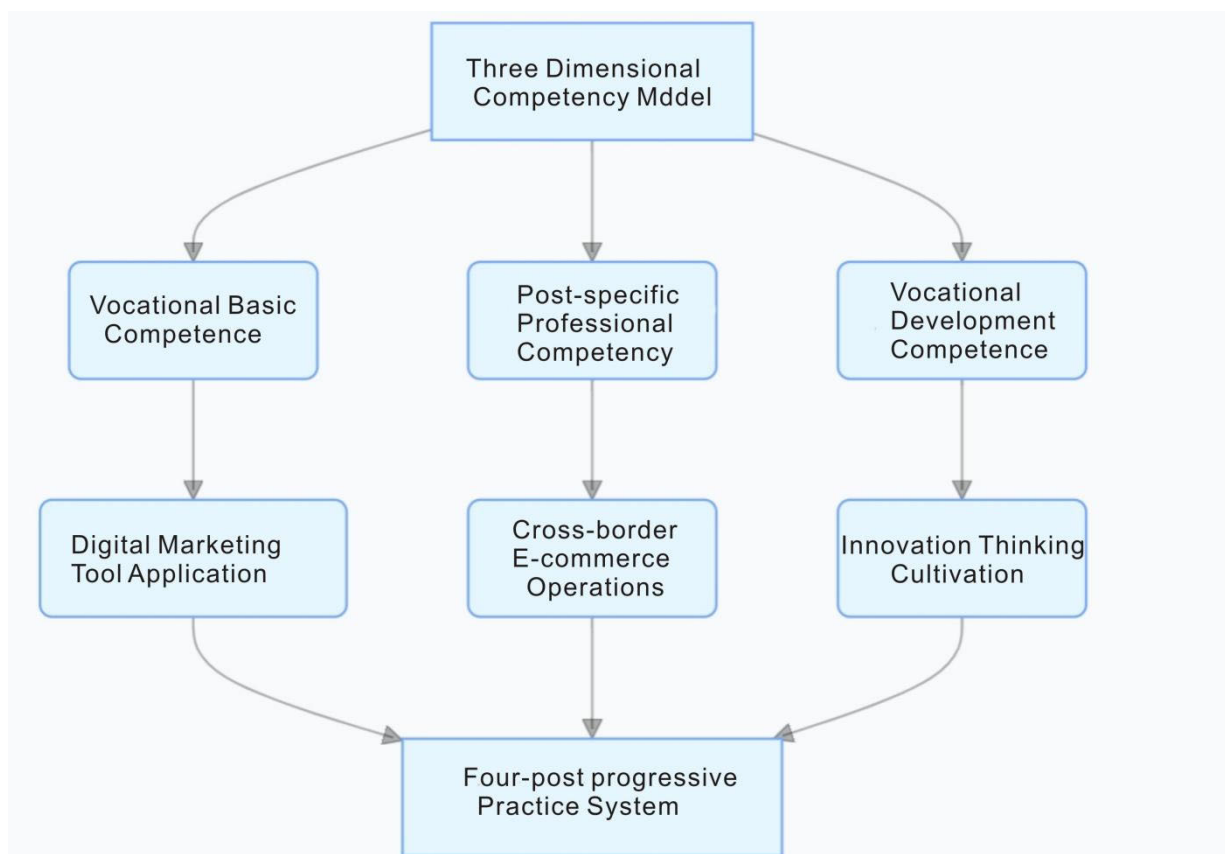


Figure 1. Modern Apprenticeship Implementation Path

4. Innovative Practices in Post Competency Cultivation

4.1. Curriculum System Reconstruction

1. Modular Curriculum Development

Curriculum Module	Core Courses	Enterprise Participation
Basic Module	<i>Principles of Marketing</i>	Enterprise case integration
Post Module	<i>Live-stream E-commerce Op</i>	Enterprise tutors teach 40% cla
Expansion Module	<i>Cross-border E-commerce P</i>	Enterprise provides real data

2. Innovative Practices in Dynamic Curriculum Updating Mechanism and Training Base Construction

In cultivating digital marketing talents, Zhejiang Dongfang Vocational and Technical College has established an education system adaptive to industrial changes through the dual drivers of "dynamic curriculum iteration + real-world training base empowerment." The dynamic curriculum updating mechanism, guided by "industry demands and technological development," forms a closed-loop system of "semester case library updates-toolkit development-teaching content iteration." Each semester introduces 10 latest industry cases such as "Dongfang Selection" live streaming model analysis and "Mixue Bingcheng" social media marketing. Through teaching methods like case introduction-group discussion-solution design, students master real-time marketing methodologies. The school-enterprise jointly developed Digital Marketing Toolkit includes operation guides for 12 mainstream platforms like Douyin's Ocean Engine and WeChat Official Accounts, with simulated practice using actual enterprise accounts. Students can master core platform operation skills within two weeks, training 1,500 students over three years with toolkit downloads exceeding 30,000 times.

This deeply integrated training system significantly enhances students' practical abilities. Partner enterprises report that participating students' average onboarding period is reduced to 15 days, with a 40% improvement in marketing plan implementation efficiency. Graduate employment competitiveness data shows trained students have an average starting salary of 6,500 yuan/month, 32% higher than traditional models, and 40% faster promotion rates in digital marketing positions compared to industry averages. Moving forward, the college plans to integrate cutting-edge technologies like metaverse live streaming systems and AI marketing decision-making platforms to build an "immersive virtual-real fusion" intelligent training environment, continuously strengthening its leading edge in digital marketing talent cultivation.

5. Breakthroughs in Modern Apprenticeship Reform

5.1. "Dual-Tutor Qualification Certification + Innovative Teaching Model" Dual Drivers for Long-Term School-Enterprise Collaboration

In cultivating digital marketing talents, Zhejiang Dongfang Vocational and Technical College has established a long-term school-enterprise collaborative education mechanism through the dual drivers of "dual-tutor qualification certification + teaching model innovation." Enterprise tutor qualification certification involves joint formulation of Digital Marketing Enterprise Tutor Competency Standards setting multi-dimensional indicators including industry experience,

teaching ability, and project management (e.g., requiring 5+ years of practical digital marketing experience, mastery of core skills like live-stream e-commerce/private domain operations, and passing teaching methodology assessments) with 32 certified tutors supported by a "1,000 yuan monthly mentorship stipend + project commission" incentive system. Teaching innovation adopts a "project-driven + work order-based" model transforming real enterprise tasks (e.g., designing a Mid-Autumn Gift Box Promotion Plan with 6 work orders covering market research, competitor analysis, and live-stream script writing) into structured learning processes documented in the Marketing Project-Based Teaching Manual featuring 6 typical tasks with "demand analysis-solution design-implementation-evaluation" workflows and a digital resource library of 100+ cases, 32 videos, and 15 assessment tools. A "dual-tutor collaborative lesson planning" system ensures monthly joint备课 integrating industry updates (e.g., Douyin algorithm rules + communication theory) achieving 92% skill-demand alignment (2025 enterprise survey data). Future plans include blockchain-based traceable tutor certification and an AI-assisted teaching platform with intelligent work order assignment and personalized learning paths, providing a replicable "Dongzhi Model" for vocational education-industry integration.

5.2. Evaluation System Reform

Evaluation Dimension	Enterprise Weight	School Weight	Assessment Method
Professional Literacy	30%	20%	Customer satisfaction s
Skill Level	50%	40%	Marketing plan effecti
Innovation Ability	20%	40%	Business plan review

6. Conclusion

The cooperation between Zhejiang Dongfang Vocational and Technical College and the e-commerce enterprise successfully explores an innovative model of "three-dimensional competency cultivation + modern apprenticeship". To further enhance digital and international capabilities, the college plans to promote government-industry-enterprise-school collaborative ecosystems, providing theoretical support and practical examples for vocational education serving industrial upgrading.

7. Funding Projects

1. Ministry of Education Supply-Demand Matching Employment Education Project: Research on Post Competency Cultivation and Apprenticeship Reform Based on School-Enterprise Co-construction (2025022060248);
2. Ministry of Education Supply-Demand Matching Employment Education Project: Research on Innovative Skilled Talent Cultivation through "Yanpei Specialty Order Class" Model in Integrated Secondary-Vocational Education (2023122908426);
3. Horizontal Research Project: AIGC-Enabled Innovation Design and High-Skill Talent Cultivation in Packaging Enterprises (ZJDF-HX2025003).

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