

Exploring the Curriculum Reform of Ideological and Political Theory Courses in College's Specialized Courses -- Taking Pharmaceutical Marketing as Example

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Abstract The implementation of curriculum ideological and political teaching reform plays an important role in the realization of the goal of moral education in colleges and universities. In the process of teaching reform of pharmaceutical marketing, we should fully explore the factors of value shaping, knowledge imparting and ability cultivation in professional courses, organically integrate education and talent cultivation, and cultivate high-quality pharmaceutical marketing talents.

Keywords Ideological and Political Theory Courses; Teaching reform; Medical Marketing; Ideological and Political Education

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Introduction

In 2016, Chairman Xi demanded that universities should regard fostering virtue through education as an intermediate link and integrated ideological and political work throughout the entire process of education and teaching to enable students to achieve the goal of ideological and political education unconsciously while engaging in professional learning in National Conference on Ideological and Political Work in Universities. At the same time, the meeting also put forward the concept of "making all kinds of courses and ideological and political theory courses walk in the same direction to form a synergistic effect". In the new international economic environment, the Party Central Committee has made significant strategic decisions based on China's current development stage, environmental changes, and comparative advantages, that is, China should gradually form a new development pattern

with domestic circulation as the main body and domestic and international dual circulation promoting each other. This decision has significant and far-reaching implications for the stable operation and high-quality development of China's economy in the complex and ever-changing international economic situation[1]. Since then, under the background of the integration of professional knowledge and ideological and political ideas and the double cycle of international and domestic development, colleges and universities have actively strengthened research and promoted curriculum ideological and political reform, and various disciplines have actively explored and practiced the integration of the knowledge system of curriculum ideological and political into the construction of professional courses[2].

Pharmaceutical marketing course is the core course of pharmaceutical management and management, and the extension course for students majoring in pharmaceutical manufacturing and health management. This course is offered in most pharmaceutical majors of higher vocational colleges. This course aims to cultivate high-quality technical talents with marketing thinking, capable of pharmaceutical market analysis, marketing planning and customer development and maintenance through the study of basic marketing knowledge and training of pharmaceutical marketing skills[3]. With the continuous advancement of the reform of the medical and health system and the implementation of the Healthy China strategy[4], the continuous implementation of policies such as two-vote system, zero markup of drugs, centralized bidding and procurement of drugs, graded diagnosis and treatment, two-channel management, and filing system of pharmaceutical representatives, as well as the reform of medical insurance payment methods, have put forward new challenges and requirements for the training of pharmaceutical marketing and pharmaceutical marketing talents. Closely combined with the national medical and health system reform trend, training can serve the local economic and social and pharmaceutical industry development of compound marketing management personnel.

In order to realize the fundamental task of cultivating morality and giving full play to the synergistic role of ideological and political education and professional education, this paper mainly discusses how to restructure the teaching objectives of pharmaceutical marketing courses and organically integrate ideological and political elements into professional teaching under the background of the new dual-cycle development pattern and the reform of medical and health system. And the way to continuously improve teachers' ideological and political education teaching ability in medicine marketing course.

Reconstructing the Teaching Objectives of Pharmaceutical Marketing

Through theoretical study of pharmaceutical marketing, understand that the current main contradiction in Chinese society has been transformed into the contradiction between the growing needs of the people for a better life and the unbalanced and insufficient development, understand the national strategy of dual circulation new development, combine with the reform of the national medical and health system, and be familiar with the importance and basic laws of marketing in the operation and management process of pharmaceutical enterprises, Correctly understand the professional ethics and marketing ethics of pharmaceutical marketing practitioners. Through in class practice, master the basic knowledge, principles, and methods of pharmaceutical marketing, understand the basic operating rules and business modules of pharmaceutical enterprises, cultivate students' interpersonal communication skills, innovative spirit, and team spirit through group and project-based learning, strengthen career education and innovation and entrepreneurship education, and comprehensively improve their comprehensive quality.

Integration of ideological and political elements in pharmaceutical marketing courses

Marketing is an applied discipline with a high degree of integration with social environment. On the basis of focusing on professional knowledge learning and practical ability training, it is more important

to guide students to form correct ideological and political ideas. The ideological construction of marketing students is very important. A new stage of development, With the rapid development of the Internet and the application of information technology means, college students have more and wider channels to obtain information, and the information they obtain is rather miscellaneous. However, college students do not have a good information screening mechanism and discrimination ability, resulting in the students' ideological concepts and learning concepts being too utilitarian and impetuous. Professional ethics, sentiment, values and other aspects are easy to produce deviations. Therefore, in real life, there are more and more illegal and criminal phenomena such as false marketing, corruption and financial fraud in the work of financial, marketing and foreign trade staff, which brings great social harm. Whether it is professional knowledge or ideological and political education, the ultimate goal is to export high-quality professional talents to the society, and it is necessary to combine professional education with ideological and political education. In the teaching process, it is necessary to improve the ideological and political moral standards of students, cultivate good professional ethics and legal awareness, guide values in knowledge imparting and ability cultivation, and integrate ideological and political concepts into the teaching of professional courses to realize the trinity of knowledge imparting, ability cultivation and value shaping. Finally, through the construction of curriculum ideology and politics, we can maximize the synergistic effect between professional knowledge imparted and curriculum ideology and politics value guidance.

First of all, based on the double cycle of new development pattern, into the Chinese characteristics. As a product of market economy, marketing should contain both the theoretical components of western marketing and the theoretical achievements accumulated during the development of China's market economy[5]. Therefore, we must be good at summing up the successful experience of the socialist market economy with Chinese characteristics in the course of 40 years of reform and opening up. The first chapter describes the development process and historical achievements of China's marketing, and enumerates successful marketing cases in China, expounds the important role of marketing in the people's growing better life, and guides students to understand the important role of the domestic market in the new development pattern of double cycles. The role of marketing in strengthening domestic market, tapping market potential, innovation and entrepreneurship, rural revitalization, etc. Secondly, combined with the reform of medical and health system, integrate professional ethics education. Combined with the reform of China's medical and health system, the particularity of pharmaceutical products in the process of marketing strategy formulation and implementation and the important role of pharmaceutical products and pharmaceutical marketing in the implementation of healthy China strategy are taught. By narrating the historical changes in the marketing process of pharmaceutical products, combined with the development trend of the pharmaceutical industry and pharmaceutical marketing, students are guided to correctly distinguish the purchasing behavior and characteristics of the industrial market and consumers, and master the purchasing characteristics of pharmaceutical products in the producer market, pharmaceutical product middleman market and medical institution market. In addition, combined with the policies of centralized bidding and procurement of drugs and the filing system of pharmaceutical representatives, students are guided to correctly understand the methods and strategies of pharmaceutical marketing, introduce vocational education of pharmaceutical marketing, and encourage students to do a good job in career planning. At the same time, marketing ethics education should also be integrated to prevent illegal sales of pharmaceutical products. Finally, integrate into career planning to cultivate students' awareness of innovation and entrepreneurship. When explaining the term "market positioning" in STP strategy, students are guided to self-cognition and self-positioning, especially in personal life planning, learning career planning, career planning and other aspects of accurate positioning, and carry out employment guidance and career planning in professional courses. Encourage students to serve the society and the grassroots, cultivate students' feelings of home and country, and encourage students to be brave and innovative. In addition to the pharmaceutical industry, the vigorous development of the digital economy, new media, new retail and other industries provides more market opportunities for mass entrepreneurship and innovation, and also provides better opportunities for contemporary college students to take root in the grassroots and serve the grassroots.

Suggestions on integrating medical marketing courses into ideological and political teaching methods

Ideological and political education in curriculum is a new educational and teaching concept, and the cooperation between ideological and political education and professional education is the development direction of higher vocational education in the new era. Teachers of specialized courses are required to integrate ideological and political education into every link of curriculum teaching and reform, and implement the fundamental task of cultivating moral and human beings. From the concept of curriculum thought and politics to the formation of consensus, and then to the focus and deepening, the higher vocational colleges are required to comprehensively promote the transformation of "ideological and political curriculum" to "curriculum thought and political". First of all, improve teachers' knowledge of curriculum ideology and politics, and increase the reserve of curriculum ideology and politics theory. For example, improve the curriculum ideological and political incentive system, enhance teachers' active awareness of curriculum ideological and political, increase teachers' curriculum ideological and political basic quality; Strengthen the reserves of teachers' ideological and political theories. The school organizes teachers to study ideological and political theories, watch course ideological and political teaching videos, carry out course ideological and political teaching competitions, and invite outstanding teachers and scholars from outside the school to carry out course ideological and political lectures. During the summer and winter holidays, I conducted special research on ideological and political affairs and visited red education bases. Build an interactive platform for ideological and political communication, regularly carry out curriculum discussions and collective lesson preparation, and teachers of different majors exchange and discuss the ideological and political design of a certain chapter of the course, promote the same direction of ideological and political courses and curriculum ideological and political teaching capacity building of the teacher team. Secondly, strengthen the integration of curriculum ideological and political cases in teaching. The teaching of ideological and political thinking in the marketing course should be combined with the social hot spots and the economic development situation of our country, skillfully integrate the elements of ideological and political thinking into the classroom teaching, help students read the history of the development of the market economy in our country, and fully release the unique charm of the course. It can also enhance students' sense of participation in class, strengthen team cooperation and arouse students' thinking through problem teaching method, inquiry teaching method, discussion teaching method and scene simulation teaching method. Third, establish a system mechanism to ensure the steady progress of curriculum ideological and political work. In recent years, curriculum ideology and politics are the innovation of ideas and practice for colleges and universities to carry out the fundamental task of cultivating morality and cultivating people and casting the soul of education. The ideological and political work of professional curriculum is a systematic educational project, which should be paid enough attention to at the school level to ensure its steady development. Higher vocational colleges must provide corresponding system guarantee and assessment and evaluation mechanism for curriculum ideological and political work, improve the evaluation system of curriculum ideological and political teaching effect, and carry out all-round action measures under the unified leadership of the Party committee, the co-management of the party and government, the leadership of the educational administration department, the linkage of relevant departments, and the implementation and promotion of the second-level colleges and departments. The reform of curriculum ideological and political teaching should be included in the annual key work to promote, and all departments of the school should integrate resources to provide multi-party support for the implementation, research and innovation of curriculum ideological and political teaching under the "three whole" education pattern. The school should make the curriculum ideological and political atmosphere strong, and promote the improvement of curriculum ideological and political teaching quality. Third, schools can enrich curriculum ideological and political evaluation methods, improve curriculum ideological and political quantitative evaluation. Set up a special curriculum ideological and political reform team to develop a curriculum ideological and political evaluation reform plan and a curriculum ideological and political

evaluation system, such as evaluating teachers' cognitive degree through the teaching syllabus submitted by teachers; The degree of integration of ideological and political elements in the curriculum is evaluated through the random lectures of teaching supervisors. Through the students' online rating, evaluate the implementation effect of teachers' ideological and political thinking in class; The active degree of teachers' participation in curriculum thought and politics is evaluated through the project of teachers' participation in curriculum thought and politics. Through proper evaluation mechanism, we can give full play to the leading function, guiding function and motivating function of the evaluation mechanism, so as to encourage higher vocational colleges and teachers to promote the in-depth, continuous and effective development of curriculum ideological and political reform. Finally, colleges and universities should increase the participation of teachers in ideological and political teaching. The key to the improvement of curriculum quality lies in teachers. Through the analysis of teachers, it is found that teachers of specialized courses are not highly involved in curriculum ideological and political reform, and they are not sensitive to the trend of teaching reform of curriculum ideological and political education, and have a "dismissive" attitude, believing that the main task of teaching of specialized courses is to enable students to master professional knowledge and skills. It is mainly the responsibility of ideological and political teachers and full-time counselors, and enough attention has not been paid to the idea and consciousness of ideological and political curriculum, not to mention the creative integration of ideological and political quality education into the teaching process of professional courses. Based on this situation, it is necessary to help teachers of professional courses to make clear the relationship between curriculum ideology and politics and professional course teaching, make it clear that the knowledge goals, ability goals and ideological and political quality goals of professional courses are unified and mutually promoting, and make it clear the importance of ideological and political quality education for cultivating students' scientific thinking, humanistic literacy and correct values. Teachers' correct understanding of curriculum thinking and politics can mobilize teachers' enthusiasm and initiative to carry out professional curriculum thinking and politics, stimulate the enthusiasm of teaching reform, and then carry out curriculum thinking and politics with the attitude of "Joyful Teaching".

Curriculum teaching evaluation

Teaching evaluation is a stage and a process. On the one hand, curriculum teaching evaluation is the school evaluation of teachers' teaching implementation[6]. Schools can set up a special curriculum ideological and political reform team to formulate a curriculum ideological and political evaluation reform plan and curriculum ideological and political evaluation system, including the corresponding indicators related to all aspects of talent training, such as evaluating teachers' cognitive degree of curriculum ideological and political education through the teaching syllabus submitted by teachers; The degree of integration of ideological and political elements in the curriculum is evaluated through the random lectures of teaching supervisors. Through the students' online rating, evaluate the implementation effect of teachers' ideological and political thinking in class; The active degree of teachers' participation in curriculum thought and politics is evaluated through the project of teachers' participation in curriculum thought and politics. On the other hand, comprehensive evaluation of students' learning situation. To evaluate students, it is necessary to enrich evaluation methods and improve evaluation subjects, such as using teachers, students, enterprise teachers and other subjects to evaluate students' learning. The evaluation of students is mainly carried out from the level of behavior, knowledge and skills, ideological and political literacy, and the evaluation results of students' course learning are formed through process evaluation. The evaluation methods can be the inspection methods such as the completion of tasks, the display of results, the exercise test, etc., so as to evaluate the students' mastery of knowledge and skills; We can also evaluate students' learning behavior by checking their attendance, classroom performance, learning enthusiasm and other daily performance. We can also evaluate the ideological and political accomplishment of students by observing their mental outlook, cooperative attitude, self-confidence and optimism, and praise the bright points of thought

shown by students. Based on the concept of curriculum ideology and politics, we can also introduce "counselor evaluation" to pay attention to students' ideological and political accomplishment, so as to have a deeper understanding of students' thoughts and behaviors, and evaluate the effect of curriculum ideology and politics more effectively. However, the specific methods of phased evaluation should be different in different teaching contents.

Conclusion

The smooth implementation of the integration of Pharmaceutical marketing course into ideology and politics depends on the improvement of course teaching methods, course content design and learning methods. At the same time, it can rely on internet technology to promote the teaching of ideology and politics micro-class by adopting mixed teaching before class (online), during class (offline) and after class (online or offline) [7], so as to infiltrate medicine marketing teaching into every link of teaching. And adopt the online ideological and political education evaluation method in the assessment. Through the micro-course teaching of pharmaceutical marketing, it can not only improve the teaching quality of teachers, but also improve the curriculum teaching system, and more importantly, it can cultivate pharmaceutical personnel who do not forget the original mission, have the courage to take responsibility, love the country and love the people, and cultivate more excellent pillars for the national pharmaceutical industry. Teachers should give full play to the advantages of the Internet, give full play to the role of ideological and political teaching in pharmaceutical marketing, and pertinently cut ideological and political elements into classroom teaching, so that curriculum ideological and political teaching and pharmaceutical marketing teaching coexist and go together.

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