

## CULTIVATION STRATEGY OF MARKETING TALENTS IN HIGHER EDUCATION BASED ON NEEDS AND CONSUMER PSYCHOLOGY

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**Background:** With the continuous development of China's economic level, people's consumption ability is also increasing, and the current society of businessmen and consumers continue to produce friction, and in the continuous friction gradually understand the psychology of consumers, and use the psychology of consumers to stimulate consumer spending, such as the launch of various forms of preferential activities, to seize the consumers love to take advantage of the psychology of small bargains, so that consumers think they have picked up a bargain, but in fact In fact, it is still the merchants who benefit. In the process of buying and selling, this consumer psychology has gradually evolved into a discipline, integrating psychology with market economics and other fields, by repeatedly studying the psychological activities, ideas and needs of consumer groups, etc., in order to alleviate the contradiction between supply and demand for society, while allowing businesses to obtain more benefits, but also to meet more consumer psychology, for example, many current e-commerce platforms have used For example, many current e-commerce platforms have used big data to explore consumer behaviour, so as to target products that are more conducive to the consumption of targeted groups, and have achieved good results. For this reason, it is important for higher education institutions to integrate consumer psychology into the training process of marketing talents, so that this theory can be infiltrated into various research fields such as teaching, so that marketing students can more easily understand the psychology of consumers in society, thus providing more effective assistance in their future job search and development, and delivering higher quality marketing talents to various enterprises in society.

**Objective:** In line with the development of society, China's Outline for the Reform and Development of Education in China clearly states the importance of vocational education, and emphasises that vocational education in China should be more in line with the characteristics of social and economic development, and that higher vocational education should also meet the overall needs of the regional economy and society, and be oriented towards practical employment as the ultimate guide to speed up the reform of specialisation. The core objective of this is to strengthen the practicality and effectiveness of education, and to ensure that the talents cultivated in each school are socially acceptable and have the competencies required by the current society or the current regional economy.

In the current stage of higher education marketing education, the training of students should be clear about the new direction and objectives of the development of the times, and each school should integrate the quality of moral, intellectual, physical, aesthetic and labour education ideas into modern education, and take employment as the benchmark direction, strengthen students' basic theoretical knowledge and relevant practical skills, so that students have a higher understanding of the economy market, and have the professional skills and professional ethics of the profession. They will also have the ability to conduct high-quality market research and analysis, as well as the ability to sell products, network marketing and planning and management.

Especially in the current social environment, in order to fully respond to the new era of education requirements put forward by the state, marketing talents should also have the ability to analyse the psychology of consumers, and deeply follow the "people-oriented" concept, according to the occupation of consumers, age, income and other indicators to determine the product audience groups, so as to target the development of different marketing programmes They should also be able to create innovative marketing plans, carry out diversified promotional activities, use flexible pricing strategies and psychological strategies, and improve the quality of service and consumer experience in order to gain higher social influence and reputation for the company, and to develop and progress together with the company.

**Subjects and methods:** Consumer psychology-based training for higher education marketing professionals is a new education system for marketing majors in higher education institutions, which aims to require students to grasp the current development of society, and to identify the needs of consumers, set up marketing activities to achieve the purpose of marketing, and also to make consumers with different needs willing to buy. The integration of consumer psychology in marketing education has also been recognized by scholars from all walks of life in recent years. The study of consumer psychology, on the one hand, allows consumers to improve their consumption efficiency, and on the other hand, allows operators to improve their operating income, which will require the skilled use of marketing professionals, with the ability to provide more effective use for enterprises and units in all

aspects. Many frontline marketers have already applied them to their work and achieved significant results, often with a certain amount of research on consumer psychology, it is also easier to achieve performance targets, while also improving the economic benefits of the unit, but also to further improve customer loyalty and willingness to consume, thus enhancing the competitiveness of their products in all aspects, targeted design more humane This can further increase customer loyalty and willingness to consume, thus enhancing the competitiveness of their products in all aspects and designing more humane consumer activities and branding ideas, which can strongly broaden the business channels and profit levels of enterprises. The integration of consumer psychology into the education of higher education marketing professionals could significantly broaden students' future development and career prospects, and should therefore be explored in depth in all schools.

In groups, a performance evaluation could be conducted with a selection of marketers in each company who have and have not studied consumer psychology. The experiment could involve selecting 10 marketing professionals, five of whom are educated in consumer psychology or have studied books on the subject, while the other five have not studied the field. The survey of consumers also showed that marketers who have studied consumer psychology are more likely to grasp their pain points and marketing points when promoting their products, and are more likely to accept the promotion of marketing talents who have been trained in consumer psychology than other marketing, and are thus more willing to spend. Therefore, it is not difficult to see that marketing professionals should receive consumer psychology training courses in institutions in order to play a greater role in their future development.

The integration of consumer psychology into the marketing curriculum requires schools to be fully aware of the importance of consumer psychology to companies in the current society, and to look at ways to integrate it with the traditional marketing curriculum. Consumer psychology courses have certain requirements for students' ideological and moral qualities, professional qualities and physical and psychological qualities, so schools should focus on these aspects when offering relevant courses, for example, on students' compliance with the law, the establishment of professional ethics, the establishment of high moral character, or in the humanities and society, marketing skills, promotion of eloquence, learning ability, or in the students' psychological quality, stress resistance, social skills, social skills, learning ability. Schools should offer courses on this subject and should include front-line marketing professionals from social enterprises to train students in the current psychological activities of consumers, and should also train students to be observant, to see the psychological activities of consumers and their real needs in terms of their speech and behaviour, so as to develop truly observant students. The use of consumer psychology courses should be reinforced. To this end, schools should also offer practical courses in a variety of areas to enhance students' ability to improvise and deal with the situation, so that they can further strengthen the quality of their overall marketing skills, enhance the effectiveness of their talent training, promote easier access to the various competencies in the marketing courses, and educate them in the use of various marketing activities such as customary prices, discounted prices, prestige pricing, staged marketing and other competencies The new education and training system is based on consumer psychology.

**Result:** The integration of consumer psychology into the higher education marketing curriculum is of great importance, and all schools should pay attention to it and explore scientific educational ideas, innovative educational concepts and research plans. The schools can start with the students' overall quality and ability, and refer to the traditional marketing training mechanism, and also refer to the requirements of consumer psychology in the process of cultivating students' abilities in various aspects, for example, integrating psychology education, elocution education, communication education, network design courses, professional ethics, scientific and technological knowledge and human relations, etc. in the traditional marketing courses. This is a two-pronged approach, with appropriate practical classes to enhance the practical application of students' skills. In addition to improving students' skills in all areas, they should also be aware of the actual needs of companies in society and follow strict guidelines for the promotion of practical skills, so that students can learn to analyse the behaviour and psychological characteristics of consumers while having knowledge of computer skills, economic skills, business management, public relations, business negotiation and economic law. This will enable students to develop their knowledge of computer skills, economic skills, business management, public relations, business negotiation and economic law, as well as to analyse the behavioural and psychological characteristics of consumers.

**Conclusion:** At this stage, it is important for higher education institutions to integrate consumer psychology into the training and education of marketing talents, which can help students to better adapt to the current development of society, and through the high level of psychological and economic skills of marketing talents, help enterprises to develop more humane publicity and marketing plans, as

well as provide consumers with a higher quality of service level, ensure the economic benefits of enterprises. The psychology of the consumer should be integrated into the current marketing education in all schools, and psychological education should be incorporated into the various competencies in marketing education to enhance the overall ability of students.

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## **INTEGRATING STRATEGIES OF MORAL EDUCATION AND PSYCHOLOGICAL HEALTH EDUCATION IN COLLEGES AND UNIVERSITIES**

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**Background:** In the context of the development of the times, the pace of people's life is gradually accelerating, and the society's thirst for talents is constantly increasing. This has further increased the pressure on people at work, and more and more people have problems with their mental health. In addition, there is a certain difference between moral education and psychological education in colleges and universities. The former is based on ideological theory and regulates people's thoughts and behaviors, while the latter is inclined to the development of mental health, using special methods to guide students to learn how to vent bad emotions and reduce the impact of emotions on oneself and on development. The organic combination of the two is very important for social progress and personnel training.

**Objective:** College students are an important part of the country's future development and progress. Therefore, colleges and universities should pay more attention to moral education and psychological education in the process of setting subjects, and further use methods and theories to help students relieve pressure, so that when students enter social work, There will be no problems with mental health. On the one hand, my country is still in the stage of development, and the demand for talents is more serious. Talents not only need professional ability but also a high level of quality and anti-pressure ability. The integration of moral education and psychological education is conducive to the cultivation of high-quality life for students. Views, values, and worldviews, and guide students to progress in the right direction. In addition, moral education in colleges and universities is more to guide students' behavioral norms, while psychological education is to promote students' self-disclosure of negative emotions in a scientific form. The two complement each other's advantages. Only through organic integration can we meet the needs of social development and talent training need.

**Subjects and methods:** This article will focus on the content and strategy of moral education and psychological education in colleges and universities, so as to create conditions for talent training and social progress in our country. In the study of psychological education and moral education in colleges and universities, it is proposed to cultivate students' comprehensive ability from the following aspects: First, enhance the quality level and professional ability of teachers. The main body of education is teachers. Teachers play the role of leaders in the classroom, which can lead students to train and cultivate their thinking. Therefore, if you want to further improve the integration of moral education and psychological education, teachers need to increase their focus on the two learn. In addition, instructors are the group that college students have the most contact with. It is an important role in the psychological counseling of college students. Students spend a very long time in school. In this process, teachers should give full play to their role to help students build good morals and qualities and improve their comprehensive ability. In specific work, it is necessary to actively study mental health knowledge, find out the common points between psychological education and moral education, and then promote the organic combination of the two. Second, the construction of campus culture is an important part of promoting the all-round development of students. Campus construction can create a good atmosphere for psychological education and moral education. Therefore, school administrators should create a unique learning environment based on actual needs. Third, it is necessary to establish a psychological counseling studio. At this stage, there is a shortage of psychological resource experts in my country. Many school staff are played by teachers or administrators. Because these people intersect with students in their daily learning and life, the student union Conflict will arise, which will weaken the effect and significance of the psychological counseling