Research on Digital Marketing Communication Talent Cultivation in the Era of Artificial Intelligence

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Abstract. New technologies such as virtual reality, cloud computing, big data, augmented reality, motion-sensing interaction, and artificial intelligence has brought new changes to digital marketing communication talent cultivation. Students should be trained to master the knowledge of artificial intelligence applications and have a broad international vision.

Keywords: Artificial intelligence, Digital marketing communication, Talent cultivation

1. Introduction
Digital marketing communication refers to the marketing communication activities and processes that take digital network and multimedia interactive terminals as the carrier, take brand intelligence as the core concept, and take the accumulation and upgrading of brand relations as the purpose to meet consumers' needs at any time and any place. In the past year, new technologies have been constantly updated. New technologies such as virtual reality, cloud computing, big data, augmented reality, motion-sensing interaction and artificial intelligence have brought new changes to digital marketing communication. These changes are not only shaping the new operation mode and industry pattern of the digital marketing industry but also putting forward new requirements for the cultivation of digital marketing communication talents.

2. The background of digital marketing communication talent cultivation in the era of intelligence media
Big data, cloud computing, the Internet of Things, mobile Internet, and other new generation of information technologies are changing the ecological environment of the media industry. Traditional media began to evolve into intelligent media. With the change in the market environment and the
evolution of communication patterns, the advertising industry has changed dramatically. The demand for digital marketing communication talents has also changed, which are shown as follows:

2.1 Digital marketing communication talents with Internet thinking and cross-border thinking

This is a big explosion era of the exponential growth of information. The explosion of new technology and social media has revolutionized the media. Communication has become ubiquitous, and the medium is easier than ever to attract a large audience, but harder to manipulate. The information explosion has brought about the changes in media layout, communication mode, business form, and form, as well as the digital changes of consumers and enterprises. Digital marketing often relies on advanced technologies such as the Internet, big data, cloud computing, and social media to achieve its marketing goals. It emphasizes user-centered and connection-oriented. It puts the interaction-oriented and digital scene communication as its focus. This requires digital marketing communication talent's Internet thinking and crossover thinking.

2.2 Digital marketing communication talents with visualization ability

Digital technology and new media have changed the way of information production and dissemination. With the help of various hardware and software, making more use of gifs, data, tables, and interactions have become the most mainstream media narrative mode. Digital marketing requires advertising talents with visual expression ability. This requires digital marketing communication talents to integrate modern digital technologies in planning, creativity, and promotion, so as to release information in a more vivid, intuitive, accurate, and effective way to obtain users' attention.

2.3 Digital marketing communication talents with the ability of scene construction

"Situational advertising" is more popular in the age of intelligence media. Creativity is not the creativity in the traditional sense of the past, but the creativity that can provide the scene, interaction, and entertainment experience[1]. "Situational advertising" can not only provide instant attention to the viewing effect but also provide users with an interactive experience. In other words, the effect of the advertisement changes from a static or isolated state to an immersive dynamic feeling. The visual impact of the plane is due to the authenticity, interaction, and entertainment of the scene experience. The dynamic effect of the video is further enhanced to the feeling of the scene. Scenization, interactivity, and entertainment are the core creative expression of future advertising. All these require future digital marketing communication talents to have the ability of scene construction.

3. The realization of the cultivation of digital marketing communication talents

In the era of intelligence media, colleges and universities should cultivate "digital media creative planners" with a certain international vision, who are familiar with the current situation and development trend of the domestic media industry, and can meet the needs of economic and social development. This refers to professionals with creative thinking and strategies in the content production and dissemination of new media. It is a compound professional talent with basic Internet thinking mode, systematic mastery of new media communication theory and skills, proficiency in basic new media production technology and market operation methods, and good new media management ability. After graduation, students can engage in the work-related network and new media, e-commerce, digital
marketing communication and gradually grow into the technology elite and top management experts in the field.

4. Difficulties in the cultivation of digital marketing communication talents

With the rapid development of technology in the age of intelligence media, great changes have taken place in the marketing market. Compared with the development of the industry, there are still some problems in the cultivation of digital marketing communication talents in universities. Mainly in the following aspects:

4.1. Low matching of digital marketing communication courses

Compared with the vigorous development of the industry, there are many deficiencies in the content of digital marketing communication courses. For example, courses are not enough forward-looking and innovative. At present, many marketing communication courses are still based on the marketing environment in the era of traditional media and lack of guidance for practice. Therefore, there is a disconnect between what students learn and how they will be used in future work.

4.2. Lack of advanced teaching equipment

In the age of intelligence media, colleges and universities need to establish intelligent teaching platforms to meet the teaching needs of the innovative flipped classroom. But at present, the construction of multimedia hardware and software in universities is far from enough. Digital marketing courses lack rich teaching methods and sufficient communication and interaction. The cultivation of digital marketing communication talents lacks innovative cultivation means.

4.3 Insufficient training for innovation and entrepreneurship

in the era of intelligence media, Digital marketing communication talents should be capable of effective communication and exchange in the fields of cultural industry and new media. They should be capable of innovation and have the awareness of self-learning and lifelong learning and have the ability to adapt to development. They should have a certain international perspective and are able to communicate in a cross-cultural context. But at present, the training for students' innovation is not enough, and their ability to project and management needs to be strengthened urgently.

4.4 Lack of dynamic measurement system

At present, the training of digital marketing communication talents is mainly in the form of traditional theoretical examination. This is out of touch with the cultivation of actual digital marketing communication talents. we need a dynamic evaluation system for digital marketing communication talents, not just limited to theoretical knowledge.

5. Strategies for cultivating talents' ability of digital marketing communication

5.1. To build a diversified teaching team

To solve the problem that the digital marketing communication course is not innovative enough, we should first actively build a diversified teaching team to improve the digital marketing teaching ability of teachers. First of all, we should actively introduce talents with artificial intelligence technical
background, such as big data mining, big data analysis, network construction, and so on. Secondly, we should vigorously introduce experienced experts into the teaching team. In this way, digital marketing communication talents in the industry can provide innovative and cutting-edge digital marketing communication knowledge to students in the school. In this way, the current digital marketing communication courses can be integrated with the industry.

5.2 Construct a practical digital marketing curriculum system
First of all, more courses related to cutting-edge development should be opened, such as new media marketing, big data analysis, visual news, new media advertising creativity, and so on. Secondly, we can cooperate with well-known marketing companies to develop marketing courses in depth. In the form of enterprise tutor and entrepreneurship salon, the advanced ideas of the industry are integrated into the digital marketing course. The digital marketing flipped classroom of the new era should be established based on competition practice. Once again, it can be combined with the advertising competition of Chinese college students, Academy Awards, public service advertising competition, and other projects into the practical training courses, to increase the practical training for students.

5.3 Build an interactive platform for intellectual media
Colleges and universities need to invest a large amount of money to introduce teaching-related equipment, and they can build intelligent media interaction platforms with the help of rain classrooms, smart classrooms, and other platforms, as well as build virtual laboratories integrating media. Through dynamic data management, students can be assessed and evaluated from various angles and aspects. In addition, excellent teaching resources of the Internet can be used to realize flipped class, enabling students to learn digital marketing communication courses anytime and anywhere. At the same time, the
interactive platform of intellectual media can strengthen the dynamic evaluation of students and enhance the process evaluation, avoiding the single evaluation method in the past.

5.4 Establishing a rational system for innovation and entrepreneurship training
In addition to cultivating students' basic professional theoretical literacy and professional knowledge, it is more important to cultivate students' innovative and creative ability. At present, colleges and universities have programs and courses to set up innovation and entrepreneurship, but these courses are not in line with the actual operation. On the one hand, digital marketing courses in colleges and universities should strengthen students' technical ability in data journalism, user portrait, big data analysis, and other aspects; on the other hand, more entrepreneurial opportunities should be actively introduced to students. And we should strengthen support for innovation and entrepreneurship projects through reasonable systems and regulations. We should enable students to connect entrepreneurial resources. At the same time, entrepreneurs and venture capital teams from the industry can also be invited to enhance the guidance of entrepreneurship for students. We should build more practice platforms for students' innovation and entrepreneurship.

6. Conclusion
In a word, in the age of intelligence media, students should be trained to master the knowledge of artificial intelligence application and have a broad international vision. With the help of artificial intelligence, students can master the knowledge of media creativity, project management. Through curriculum reforming, they can master the ability of researching and development content products, and starting their own business. They can be able to put forward and effectively carry out plans that adapt to the development of the Times.

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