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DESIGN OF POST SKILL TRAINING PROGRAM FOR HIGHER VOCATIONAL REAL ESTATE MARKETING UNDER THE BACKGROUND OF "NEW RESIDENCE DIGITALIZATION"

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ABSTRACT

Under the background of new residential digitalization, higher vocational real estate professionals need to have applied skills such as market analysis, marketing planning, product sales, and customer management capabilities. How to cultivate real estate professionals who meet the needs of the development of the digital economy has become a difficult problem in front of our colleges and universities. This paper takes the combination of work and learning as the training mode, and carries out the professional skills training of real estate marketing through the combination of virtual enterprise and real enterprise, virtual network and real network, using "three penals", "three clues", "three stages", "three locations" and "three task-based orientations". By the above means, we are to found a training-teaching process of "point to face", "line to face" and "face to tridimension".

KEYWORDS: Real-estate marketing, Techniques of post, the design of training, the system of examine

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Development Status of Real Estate Industry in China

On October 16, 2022, the 20th National Congress of the Communist Party of China opened at the Great Hall of the People in Beijing. General Secretary Xi Jinping made a report to the congress on behalf of the 19th Central Committee. On the basis of reviewing the past ten years of changes in the new era, the report plans the goals, tasks and major policies for the development of the party and the country in the next five years or even longer. Among them, the relevant statement on the housing market is "insist on the positioning that houses are for living in, not for speculation, and accelerate

the establishment of a housing system with multi-subject supply, multi-channel security, and simultaneous rental and purchase."

As early as the end of 2016, the Central Economic Work Conference proposed for the first time to insist on the positioning of "housing is for living in, not for speculation". In the past few years, although the real estate industry has experienced ups and downs, the central government supports local governments to implement policies to optimize the property market regulation and control policies. The "20th National Congress" report once again emphasized that "houses are for living in, not for speculation", which demonstrates the determination of the policy, and also means that "houses are for living in, not for speculation" will become my country's long-term positioning of the real estate industry. In the future, the foothold of real estate development will focus more on protecting people's livelihood and improving quality. It can also be understood that "enhancing people's livelihood and well-being and improving people's quality of life" will become the focus of policy in the process of realizing the living and housing of all people. In the future, reasonable housing demand will still be the main object of policy support and encouragement. Rigidity and There is still room for the release of improved housing demand, especially as people's needs for a better life are increasingly widespread, and improved housing demand may become the key to the market. Based on this point of view, it is not difficult to find that the current housing field is ushering in a change in development logic. The real estate industry has transformed from an investment and development industry to a residential service industry, residential consumption has shifted from a production-oriented to a consumption-oriented, and the people-centered residential demand and the comprehensive upgrade of quality services are becoming the main tone of the development of the residential sector.

In 2020, China's tertiary industry will account for 54.5% of GDP, and tertiary industry employment will account for nearly 45%, showing a gradual increase and rapid development momentum, which means that the era of China's service economy is coming. The advent of the service economy era not only means that the service industry has become the engine leading the economy, but more workers have turned to the service industry for employment. At the same time, the era of residential service providers will inevitably lead to occupational changes, requiring professional and digital service providers to match. Taking China and the United States as examples, the stock area of residential services has exceeded 50 billion square meters, and the stock value is about 65 trillion U.S. dollars, of which residential real estate transactions are as high as 5 trillion U.S. dollars, accounting for about 7.7%. Due to the late start of the marketization of China's residential service industry, the number of professional service providers is far from enough, and high-quality services have become "scarce goods". Taking property managers and real estate brokers as examples, 10.5% and 25% of those with a bachelor's degree or above are respectively far lower than the 45% of American brokers. Compared with most of the current service industries that are improving service efficiency through digitalization, the development of digitalization in the field of residential services is still in its infancy. According to the assessment of the McKinsey Global Institute, among many industries in

China, the degree of digitalization in the real estate field is far lower than that of developed countries in Europe and the United States, and the housing service market has huge room for development, while the supply of talents is slightly insufficient. Therefore, how to cultivate residential service providers who meet the needs of the development of the digital economy of enterprises is particularly critical.

Basis for design of real estate marketing job skills training program

The Ministry of Education pointed out in "Several Opinions on Comprehensively Improving the Teaching Quality of Higher Vocational Education": "As a type in the development of higher education, higher vocational education is responsible for cultivating high-skilled talents for the frontline needs of production, construction, service and management. mission." And proposed "to actively explore a new model of school-enterprise combination for the construction of productive training bases in schools, where the school provides the venue and management, the enterprise provides equipment, technology and teacher support, and the enterprise-based organization of training; strengthen And promote off-campus internships, gradually increase the proportion of on-campus productive training and off-campus internships, and improve students' practical ability. Modern information technology must be fully utilized to develop virtual factories, virtual workshops, virtual crafts, and virtual experiments." The training program of the real estate marketing course is being designed based on such guiding ideology.

For real estate operation and management majors, real estate marketing is a very important core skill. The professional skills of real estate marketing require students to go deep into the market, understand the market, and grasp the market. Familiarity with and grasp of the market is not only the foundation of real estate marketing courses, but also a stepping stone for students of this major to engage in real estate business. For example, real estate development and management work, real estate price evaluation work, etc. are inseparable from the high sensitivity and insight to the market. Through the practice process of real estate marketing courses, you are familiar with the entire real estate market, so as to go deep into the real estate industry. It is a very important and irreplaceable key learning link for students.

The design of this professional skills practice teaching program aims to use the combination of work and learning as the training mode, and is oriented by the working process of real estate marketing. Training and off-campus on-the-job internships, creatively transforming the "simulation" training environment construction of traditional higher vocational education into a "full reality" training environment construction, so that students can meet the requirements of a short break-in period through their higher vocational study careers. At the same time, through the in-depth optimization and reorganization of the practical teaching of the real estate marketing course, the establishment of a real estate professional practical teaching system that highlights the characteristics of higher vocational education, has more practical significance, is more perfect, reasonable and innovative.

Ideas for design of real estate marketing job skills training program

The main idea of this program design is: to construct a comprehensive and three-dimensional practical teaching process through "three platforms", "three clues", "three stages", "three locations" and "three task orientations".

(1) Three platforms

Platform 1: classroom teaching platform. Through the classroom teaching platform, provide a systematic and knowledge-based practical teaching process, and design in-class practical tasks according to the progress of the course;

Platform 2: Enterprise platform, including virtual enterprise platform and real enterprise platform. The virtual enterprise platform refers to the real estate marketing simulation company established in the stage of student module learning and stage training and the real estate intermediary simulation company established in the second stage of intensive training; the real enterprise refers to the stage practice and stage training after modular teaching. The off-campus training bases or closely related real estate brokerage companies relied on for the intensive training phase of the fifth semester;

Platform 3: digital network platform, including course network platform and real estate marketing network platform. The course network platform mainly assists teachers to carry out the practice process in the module teaching and stage training, and the real estate marketing network platform is an online marketing position specially provided for students, becoming a bridge connecting students' virtual management and real management.

(2) Three clues

Clue 1: Taking the entire marketing process of the real estate market as a clue, starting from the analysis of the real estate market, it conducts real estate market environment analysis, real estate market research, buyer behavior analysis, real estate market segmentation and target market selection, and then analyzes and formulates real estate product strategies, real estate Real estate marketing strategies such as pricing strategy, real estate sales channel strategy, real estate promotion strategy, and marketing mix strategy;

Clue 2: Taking the working process of first-hand real estate sales as clues, grasp the sales of first-hand real estate through training such as looking for customers, answering hotline calls, on-site reception, introducing projects, taking customers to see houses, negotiating, handling pending transactions, and tracking customers Basic actions and precautions of work;

Clue 3: Taking the real estate second-hand house sales process as a clue, through the establishment of second-hand house source database and customer resource database, inspection of the legality of the landmark, showing the house with customers, intermediary business negotiation, signing of real estate agency contract, real estate inspection, commission Settlement, after-sales service and other project training, grasp the basic actions and precautions of real estate second-hand housing intermediary business.

(3) Three stages

Phase 1: In-class practice and phased practice. Through the establishment of a simulated real estate marketing company by students during the course study, systematic learning of professional practical skills is completed in the on-campus training base;

Phase 2: The first stage of intensive training. Using the off-campus training base, the real estate marketing company hosts and assigns real estate marketing market analysis tasks to students, completes the marketing planning tasks of the projects designated by the company, and competes for posts to directly participate in the promotion of real estate projects in the operation of the company, improving students' real estate "first-hand housing" "Marketing skills;

Stage 3: In the second stage of intensive training, the "Online Real Estate Marketing Supermarket" will be used to cooperate with the off-campus training base. It will be hosted by a real estate brokerage company. Students will organize a virtual real estate intermediary company. On the one hand, the real estate "second-hand housing" sales work, "backdoor entry into the market" uses the shell of a real enterprise to conduct real estate intermediary marketing work, and improve students' "second-hand housing" marketing skills.

(4) Three locations

Location 1: On-campus training base. Mainly complete the in-class practice and course stage training, and cooperate with the other two stages of training tasks. For example, the real estate consulting training room and the real estate marketing training hall of our college are mainly responsible for this part of the skill practice teaching activities, guiding students to complete the skill training process from point to line;

Location 2: Off-campus training base. Mainly complete the real estate marketing skills training activities hosted by enterprises, and guide students in the process of skills training from line to surface;

Location 3: various outlets in the real estate market. The student's activity space should not be limited to the training base inside and outside the school, but more importantly, go deep into the market, meet the requirements of all marketing skills training, collect data from each outlet, feed back

information, and guide students to complete the training process from two-dimensional to three-dimensional.

(5) Three task orientations

Task 1: Take the real estate market research as the task orientation. Conduct research and analysis on some information that is necessary for real estate marketing and that professionals must pay attention to every month, such as: distribution of urban public transportation, distribution of urban housing intermediary outlets, distribution and type of urban commercial, distribution of office buildings, etc., as a real estate marketing The employees of the marketing department of the enterprise conduct market research and analysis, and find an entry point to penetrate the industry through the practical training of the necessary skills of the real estate profession;

Task 2: Take project planning and promotion as task orientation. In the in-class practice and stage training stages of each module of the course skills, the teachers in the school will guide the students to complete the whole planning and promotion process of a simulated real estate project in stages according to the teaching progress. In the intensive training stage, the enterprise hosts and guides the students to complete the entire planning and promotion process of the real estate project of the enterprise;

Task 3: Take real estate sales as the task orientation. In the in-class practice and stage training stages of each module of the course skills, the teachers in the school guide the students to conduct simulated real estate sales training. In the stage of intensive training, real estate marketing and real estate replacement companies formulate sales targets based on the sales process of first-hand housing and second-hand housing respectively, guide students to participate in real sales, and can earn sales commissions.

Design of assessment system for real estate marketing training program based on enterprise platform and digital network platform

The implementation and results of the practice plan require a scientific and reasonable assessment system for monitoring and evaluation. Assessment indicators should be set scientifically, through assessment to guide students' learning, through assessment to improve the effect of practical teaching, through assessment to improve students' comprehensive application ability and innovative assessment methods.

(1) Comprehensive assessment indicators.

That is to break through the single evaluation standard, adopt an all-round comprehensive evaluation system, and pay attention to the evaluation of students' professional knowledge application, job skills evaluation, teamwork ability evaluation, judgment innovation ability evaluation, and information technology application ability evaluation. According to the different stages and links of real estate marketing practice, the evaluation indicators are formulated respectively.

(2) Diversification of assessment subjects.

Under this mode of operation, the main body of real estate marketing course evaluation has changed from the traditional teacher contract system to multi-subject multi-evaluation, including: teachers, enterprises, and students. Teachers' evaluations focus on process control and the grasp of key points of skills and positions. Enterprises' evaluations focus on students' job integration and practical applicability of training results. Students' evaluations focus on self-summarization, self-discovery and reflection on the need for improvement in practice. The place. This kind of subject-diversified assessment will increase students' subject consciousness, give play to students' independent initiative, and guide students to discover and solve problems. At the same time, the results of the assessment can reflect the objective reality and be convincing.

(3) The assessment process is continuous.

The assessment of practical teaching should not give a grade or a percentile score based on the students' achievements after the practice, but should be a process evaluation, which evaluates the learning performance and skill performance in the whole course teaching. For example, the semester-end grade evaluation of the course "Real Estate Marketing" is divided into four parts, that is, "final grade = normal grade + virtual enterprise operation grade + phased real estate project marketing planning results + final assessment". Among them: the usual results include attendance, usual classroom performance, students' simulated morning meeting speech scores; students' virtual enterprise operation results include virtual enterprise bonus rankings; staged real estate project planning results include four training stages scores (including stage completion scores); The final assessment is mainly to assess the understanding and mastery of students' basic knowledge. Although such a grading system greatly increases the workload of teachers, the quality of teaching has a more satisfactory result.

(4) Combination of assessment results and benefits.

After students enter the real enterprise platform, the assessment of students not only diversifies the subjects, but also continues the process, and pays more attention to the social practical significance of the results. For example, in the project planning stage, enterprise planning experts will evaluate the usefulness of the students' planning plans, and excellent plans or ideas will be adopted, and the scores will naturally be high; In the second-hand housing sales stage, students who successfully sign the bill and prepare for work diligently will receive high marks from the company.

(5) Diversification of assessment rewards.

The assessment of practical teaching is not just determined by scores, it can also be in other forms, and its incentive effect is more obvious. For example, during the intensive training period of the 2005 students of our school's real estate marketing company, the company's commitment is that the excellent market research report will help them to sign and publish it in the three major newspapers in Wenzhou, and evaluate the planning plan according to its merits. The second and third prizes are material rewards, and students who successfully sell and sign contracts with customers will enjoy the company's salesperson commission equally. In the second-hand house replacement training stage, they can directly get commissions based on business volume. These are measures for assessment and rewards, and a variety of rewards have further stimulated students' desire to study hard and practice skills on the job.

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