

# Research on Teaching Reform of Big Data Marketing Curriculum in the Context of Artificial Intelligence

Lu,Wenjun Qiu,Yingying Fan,Yuge

Qingdao City University, Qingdao, Shandong, 266000, China

**Abstract:** Currently, the rapid development of artificial intelligence technology has led to fundamental changes in big data marketing. Traditional marketing concepts no longer meet the needs of the market and businesses. There are many problems with the courses and teaching methods of big data marketing, which seriously restrict students' future career development. Based on this, this article proposes teaching reform strategies, explores measures for reforming big data marketing courses under the background of artificial intelligence, and cultivates more competitive marketing talents.

**Keywords:** Artificial intelligence technology; Big data marketing; Teaching reform

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## 1. Introduction

With the rapid development of artificial intelligence technology and the active promotion of national policies, digital empowerment has become an irreversible trend in the field of education. In the past few years, we have released a series of public policy documents emphasizing the important task of accelerating the digital transformation of education and improving digital technology. In this situation, the big data marketing courses in universities are facing both opportunities and challenges from the past. The power of digital technology has not only brought new teaching models and methods, but universities and their big data marketing courses are not just about imposing traditional teaching models. To adapt to this change, universities should fully utilize big data marketing courses, explore reform strategies, and improve the quality of teachers.

## 2. The Impact of Artificial Intelligence Technology on Big Data Marketing

### (1) Improving market knowledge

Through big data analytics, artificial intelligence enables businesses to accurately understand consumer buying needs and intentions, enabling them to deliver the right products and services(Zhihui W et al., 2025). Be able to gain a deeper understanding of consumer interests, consumer behaviors, cultural environments, etc., improves the feasibility of the market for products and services. This is also why companies that use A technology have an advantage over those that rely exclusively on traditional market research.

### (2) Optimizing marketing strategies

The use of artificial intelligence technology can help companies better understand consumer needs and buying behavior, optimize marketing strategies, and improve marketing effectiveness. The company uses big data analytics technology to quickly understand product and service preferences and then uses these perspectives to improve products and services, increase customer satisfaction, and achieve better results in a highly competitive market environment.

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### **(3) Establish and maintain customer relationships**

Artificial intelligence technology can use digital or email to collect large amounts of consumer data and extract consumer information from it. Analyzing this information helps businesses understand consumer preferences and needs, and improve relationships with customers(Haverila M., 2024). Artificial intelligence can track marketing strategies through user data to better meet customer needs, improve customer satisfaction, and ultimately increase customer loyalty.

## **3. Problems in the Construction of Big Data Marketing Courses**

### **(1) The teaching method is quite outdated**

The teaching of big data marketing still adopts traditional methods. The teacher on the podium, the students listen, the teacher writes, the students plagiarize. The teacher is still the leader in the classroom, only teaching students knowledge. Regardless of the recognized effectiveness, if students perform well in the classroom, their learning enthusiasm is greatly affected. At the same time, this teaching method is quite dull, with teachers generally emphasizing theoretical knowledge and even following textbooks, making the classroom atmosphere extremely unpleasant.

### **(2) The teaching content is quite outdated**

With the development of artificial intelligence, big data marketing plays an important role in the education process as an important curriculum. Strengthen training and big data marketing can increase student data management skills. The contents of our big data marketing training course are still old. This is a very serious problem and the students are not improved in the process of learning.

### **(3) Insufficient vision and market research**

When constructing the curriculum system for big data marketing, universities did not conduct comprehensive research on social needs. Overall, the construction of the big data marketing curriculum system requires analyzing the development trends of the discipline in the next 3-5 years and recording the current job requirements of big data marketing personnel. However, the current foundation of big data marketing lacks foresight in curriculum system construction, essentially following the traditional curriculum system model, without actively analyzing the future development trends of big data marketing, and unable to keep up with the pace of the times.

## **4. Reform Measures for Big Data Marketing Curriculum**

### **(1) Integrate new marketing concepts and speed up the training content**

In the era of artificial intelligence, great data marketing concepts and methods have made it more important to update the course content. The lessons must be based on industrial trains and combined with the latest major data marketing concepts, such as social media marketing, content marketing and data management. These students don't only help teaching modern information, but also increase market sensitivity and application. In order to analyze successful major data marketing cases, practical cases should include practical cases, allowing them to understand the application of the theory. Support students to participate in project practice and work with teams to increase market research and planning, practical skills and creativity. This course is a science like psychology and data analysis, a psychology and data analysis, to help students understand consumer behaviour and marketing trains.

## **(2) Provide a major evaluation system to encourage students to work on their own**

Building a whole evaluation system is an important guide for students to encourage their own work. The evaluation is generally limited to the form of the test teaching. It makes it difficult for these students to fully influence their learning process and their ability to develop, especially to create a system of information-based evaluation systems. Evaluation methods can be focused on student performance and learning progress. The first response lessons, completion of tasks, project methods and other forms can be given by students in the learning process. Students support continuous development. Students support their respective and shared images, and develop their creative and critical thinking skills. In real life, students are combined with work for open end students to learn and develop practical skills. It encourages students to participate, learn and increase their use.

## **(3) Use multiple teaching methods to increase classroom interaction**

It is important that a great data marketing teacher develop classroom interactions using multiple teacher methods and improve students' academic performance. Before classes, videos and online information allow students to learn basic information and animals to participate in discussions or classroom practices. In collective learning, students will work as a team, build projects, change ideas, team spirit, and communication skills(TULEJA A E., 2008). Using case analysis methods, students will choose great data marketing practices to provide solutions for analytical thinking, hands-on thinking, and skills. Teachers can also try to play roles, simulate marketing activities and other ways to learn fun and practical processes of real market management.

## **5. Conclusion**

In summary, this article explains the importance of AI technologies and its application in the revision of curricula by studying the course content and teaching methods of big data marketing. Teachers should pay attention to the impact of AI technologies on the creation of large data marketing courses and continuously improve course design and teaching methods. Create high-quality talents that are more time-sensitive.

## **References**

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