

realises the full integration of In addition to giving full play to the role of the network psychological mutual aid platform, it can also guide the family, community, school, society and other diversified forces into the psychological mutual aid system to ensure that students can provide more comprehensive help; fourth is to develop students' potential for mutual aid through psychological mutual aid training, guiding students to cultivate the virtue of helping each other in the process of receiving psychological education Fourthly, through psychological support training, students can develop their potential to help each other and develop the virtue of helping each other in the process of receiving psychological education. With the implementation and application of the student psychological support network platform, the school has placed increasing emphasis on the development of this project, while establishing a collaborative system with local mental health centres and psychological counselling clinics, which has yielded very good results. Since its implementation, the project has attracted more and more students and teachers to participate in it, making it possible to implement a practical educational model for students' common psychological problems and demonstrating its feasibility and application value. Moreover, the combination of computer network technology and a psychological support platform for students is an innovative way of thinking and form, which is also well suited to the needs of student development and school education management, and has good prospects for application. In the future development process, schools should further integrate the creation of student psychological support platform into the key projects of education and teaching reform research, increase the publicity, improve the service function, and further achieve its application efficiency.

**Conclusion:** In summary, the creation of a student psychological support platform based on computer network technology meets the requirements of student mental health education in the new era, and enhances the appeal to teachers and students by giving full play to the interactive advantages of computer network technology. With the support of the psychological support platform and related technologies, students can change from traditional passive acceptance to active participation in mental health education, maximising their active participation and helping to enhance the psychological quality of university students, as well as promoting the realisation of the school's educational goals. It is worth noting that the creation of a network platform for student psychological support can also play a role in enhancing the effectiveness, expanding the coverage and increasing the influence of mental health education, ensuring that network technology can be used to provide modern means for mental health education work. As the level of network technology continues to improve. The frequency and scale of the use of the internet within schools is also increasing, and students' enthusiasm for participating in internet applications has increased significantly, especially in the context of the implementation of the principle of "helping people help themselves and growing up with mutual help". This not only reflects the concept of humane education, but is also in line with the social context of the information age. In addition, the psychological support network platform for students' online psychological support education reflects a strong diversity and flexibility, which is conducive to timely understanding of students' psychological dynamics, early help and solutions to students' psychological problems, and better ensure the physical and mental health of students. The psychological support network platform is designed to guide more students to participate in the mutual help, establish a very close connection between the helper and the recipient, improve their own practical skills while helping others, lay the foundation for promoting the comprehensive development of students, and further promote the sustainable development of computer network-based psychological support education for students.

## THE OPERATION MECHANISM OF THE ORGANIC INTEGRATION OF MENTAL HEALTH EDUCATION INTO THE IDEOLOGICAL AND MORAL CONSTRUCTION OF CONTEMPORARY COLLEGE STUDENTS

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**Background:** With the development and progress of my country's education system in recent years, colleges and universities have gradually developed further in ideological and political education, but there are still certain problems in the construction of students' mental health education teacher team and campus safety network construction, such as: traditional and The chaotic ideas of innovation, complex rules and regulations, a large number of conflicting interests, and inaccurate positioning of departmental responsibilities, these problems can no longer meet the requirements of current ideological and political education in colleges and universities. The development goals of college students' ideological and political education and mental health education are relatively consistent to a certain extent, and most of them are

to help college students solve problems in the process of growth, so that they can develop and progress in an all-round way, and lay a solid foundation for the subsequent comprehensive development of college students and provide the society with more and better talents as much as possible.

**Objective:** Most colleges and universities in my country have gradually realized the importance of students' mental health education in the ideological and political education system of college students, but there are still certain problems in the specific mental health education work process. Therefore, the analysis of mental health education ideological and political education an integrated education system becomes even more important. The main problems of mental health education in the ideological and moral construction of college students include that colleges and universities do not pay a certain degree of attention to mental health education, the professionalism of the teaching team is poor, the lack of professional teaching team strength, and the lack of mutual integration between ideological and political education and mental health education.

**Subjects and methods:** First, to broaden the new methods of ideological and political education work. The traditional ideological and political education system is relatively simple, and the content lacks flexibility. As students have more psychological problems, colleges and universities have gradually realized the importance of mental health education. They must improve the mental health education system for college students, vigorously carry out mental health education work for college students through a variety of rich methods, and firmly adhere to a high degree of Focusing on the educational principles of concentration, mutual trust, good listening and caring guidance, it pays close attention to and analyzes the ideological changes and psychological emotions of college students. Teachers can regularly carry out psychological tests, personal counseling, group counseling and policy support to vigorously carry out mental health education activities, so that mental health education activities are more in line with the individual development of students, so as to truly help college students solve mental health problems. Second, colleges and universities should pay close attention to the physical and mental health of college students. The main purpose of ideological and political education in colleges and universities is to help college students establish better ideological and moral qualities, and the main purpose of mental health education is to improve the mental health quality of college students. Because the focus of education content of the two has a certain degree of difference.

**Result:** Therefore, in the process of daily education management, it is necessary to closely combine the theoretical methods of the two, absorb excellent methods to provide targeted help to students, strengthen the ideological and emotional communication between students and teachers, and be more conducive to understanding students in a timely manner, mental state. Finally, colleges and universities should establish a multi-level and systematic education system. Colleges and universities continue to organize educational resources to maximize the integration of ideological and political education and mental health education, so as to achieve the comprehensive development and progress requirements of students. Colleges and universities can gradually carry out more mental health education activities in ideological and political education activities, such as establishing psychological education classrooms, psychological activities, and family activities, and can also require professors with strong professional ability to enter the school to carry out targeted educational activities. If colleges and universities want to further improve their educational competitiveness, they must make the ideological and political education work more distinctive, improve the professional theory of talent training and improve the school's reputation, and greatly penetrate the mental health in the process of daily teaching management. Education, to maximize the teaching of students more abundant, flexible and diverse methods of psychological adjustment. In addition, colleges and universities can also hold more rich online cultural activities, so that students can obtain more relevant mental health knowledge on the Internet, try to dispel the psychology of students who dare not ask, and gradually help students relieve their inner emotional pressure. Only in this way will it be more conducive for students to develop a love of life, positive life values and a more pleasant attitude, help students develop more comprehensively, and lay a solid foundation for the combination of mental health education and ideological and political education in colleges and universities.

**Conclusion:** All in all, the ideological and political education of college students is a long-term, arduous and highly flexible work. With the rapid development and progress of society, colleges and universities must speed up the integration of mental health education and ideological and political education, and vigorously seek psychological and political education. The best way to combine health education, continuously help the two to effectively integrate, and develop mental health education to the greatest extent, this is the top priority of educational tasks in my country's colleges and universities in recent years.

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## 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