

# Countermeasures for Two-Way Development of Police Sports and Police Skills in Police Colleges and Universities

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**Abstract:** *Police sports and police skills are the two basic contents of police college teaching, in the present stage of police college teaching, most of the teaching ignored the two-way development of police sports and police skills, this paper mainly in view of the current situation of police colleges and universities put forward countermeasures to promote the two-way development of police sports and police skills. With the continuous development of information technology, people's life has officially entered the information age. In the information age, people need to process many data in their work and life. Not only the amount of data, but also the timeliness and accuracy of data processing are required. Big data technology emerges with this demand. Nowadays, big data technology has been widely used in common fields, and the marketing environment has changed a lot. Based on this, this paper studies the transformation path of marketing in the era of data transformation.*

**Keywords:** Police College; Police Sports; Police Skills; Two-Way Development.

## 1. INTRODUCTION

Police sports is a kind of physical exercise carried out by police colleges in the course of education. the aim is to improve the physical quality and physique of the police. In other words, police sport is not only an educational discipline, but also an application of sports science, including social science, natural science, management science and humanities. So as to effectively improve the comprehensive quality of police. The development of Internet technology gave birth to big data technology. In the context of big data, economic and social development and people's lifestyle have been changed, which represents the great changes in the marketing market environment. Marketing mainly includes the development of marketing market and the satisfaction of consumption demand. The application of big data technology makes marketing personnel have a reliable basis in analyzing the development law of market changes. Therefore, in order to keep up with the trend of the times, it is necessary to have a deep understanding of the current development of world bank marketing [1-2]. The advent of the era of data change has changed the marketing environment dramatically. The traditional marketing market belongs to the unilateral selection process, enterprises will use the soft index of market research to determine consumer demand and consumer preferences, products in the marketing process will also meet the needs and preferences of consumers, so that enterprises occupy a relatively active position. In the era of data change, there have been two-way choice changes in the marketing market, the application of big data technology not only facilitates enterprises to analyze consumer shopping behavior data, consumers can also through big data on product quality and services to judge, some over-packaging publicity is no longer applicable. Moreover, the biggest change in the marketing environment in the age of data change is the stability of the customer base.

## 2. POLICE SKILLS

Police ability mainly includes the following aspects: professional ability, law enforcement ability, cooperation ability and application ability are the basic qualities of police. In the process of practice, it is necessary to skillfully use police technology, improve law enforcement level, constantly improve police security awareness, and ensure the standard use of police skills. In the process of education and management, the public security organs should strengthen the basic skills and educational measures of public security strategy, strengthen the identification and search of criminal suspects, and strengthen the positioning of buildings. Marketing method is with the changing marketing environment, the advent of the era of data change makes e-commerce become the mainstream marketing method. It is also the popularity of big data technology, all kinds of products production, packaging, diversion and transportation and other details, will be recorded and displayed to consumers. Enterprises face such a transparent marketing path has to change the marketing methods. Celebrities, anchors with goods is the most popular marketing method, the use of fan effect to the product wearing a layer of a star halo filter, coupled with various discount activities, product sales will become very impressive. 3.1 Products have always been the key to

marketing, is the core competitiveness. In the traditional marketing environment, the enterprise is concerned with the quality of the product and the degree of matching with the customer's needs. With the advent of the era of data change and the continuous development of science and technology, enterprises in the same industry can rely on big data technology and advanced technology level to achieve high quality requirements and customer matching degree. Therefore, more enterprises to focus on marketing to the personalized development of products, the pursuit of product status and big data analysis under the consumer needs to be fully fit.

### **3. THE RELATIONSHIP BETWEEN POLICE SPORTS AND POLICE SKILLS**

Police sports and police skills are important contents of police training and learning in police academies, but they have different essential characteristics and training objectives [1]. Police sports mainly train the physical strength of police. In the education process, the basic objective is to prepare police officers for active participation in sports and to adapt to different performances and behaviours. the objective of police technology is to improve the effectiveness of police work, to enable police to master professional skills, and to make police operations and police capabilities both independent and interdependent, different and similar. Only through sports police can police skills be put into practice. the process of implementing police skills is also a process of exercising and training various parts of the body. According to the police practice, police behavior and police ability are interactive. Police sports is the guarantee of improving police skills, and police skills are also the basis of improving the overall quality of police sports. Both are very important. In order to highlight the characteristics of personalized development of marketing products, it is necessary to expand the marketing channels flexibly and realize the diversified development of marketing channels. Diversified marketing channels are conducive to enterprises to fully express the value of products, expand the impact and visibility of products. For example, KFC and McDonald's, in addition to store and mall-wide poster promotion, will also be in WeChat public platforms and store app to release a variety of preferential activities, in order to expand the scope of publicity, increase marketing channels. Through a variety of marketing channels will not only increase the customer base, but also enhance brand influence, so that the subsequent marketing decision-making more smoothly.

"Internet Plus" can provide a new direction for college students' entrepreneurship education. It can not only increase the success rate of college students' entrepreneurship, but also increase the expenditure on entrepreneurship education. By actively changing educational means, college students can accumulate more entrepreneurial and innovative experience in the new education model, to grow into innovative talents. In the past, entrepreneurship education was inclined to theoretical guidance, but now the "Internet plus" platform can be used to provide college students the chance to have more entrepreneurial experience, bring into full play their inner potential, have their own creative ideas to carry out entrepreneurial activities. Therefore, the new normal in the era of "Internet plus" can effectively transform [1] the innovative entrepreneurship educational means of college students, so that they will have more rich experience and active thinking in the future entrepreneurial process.

### **4. LACK OF INNOVATION IN TRAINING METHODS**

In practical training, using scientific and reasonable educational methods can improve students' comprehensive skills. Especially in the field of public safety sports, teachers can make scientific training plans according to students' physical quality and learning situation, and practical education can finish half of the work. However, in modern police sports teaching, police sports instructors mostly adopt traditional training methods, which are simple, unscientific and not combined with the practice of public security activities. Lack of innovation in P. E. teaching in police colleges [2]. Secondly, in the process of public security PE teaching, students' learning status should be fully considered and students' awareness of physical exercise should be constantly improved. In order to realize the innovation of public security sports, public security organs at all levels should strengthen the supervision of students' physical exercise, improve students' enthusiasm for physical exercise, and increase short-term training and regular assessment by changing training methods.

#### **4.1 Innovative Technologies for Product Innovation**

In order to realize the personalized development of marketing products, we need to innovate the products by innovating the existing technical level. Although a good marketing method can bring more profits to enterprises, but from the long-term development of enterprises, or need to rely on the hard strength of products to obtain greater market competitiveness. Therefore, enterprises must take technology as the first productivity, attach great importance to the renewal and development of production technology. In addition, big data technologies provide a comprehensive analysis of customer needs and add such elements as product design and production innovations

are made. In this way, not only can avoid the marketing process of the phenomenon of false big empty, but also increase the degree of customer trust in the product, with purposeful innovation is also easy to attract more user groups.

#### **4.2 Mining Data for Channel Innovation**

Mining data for channel innovation is to innovate the idea of marketing, make full use of today's consumer public favorite forms of publicity, through online marketing, drive offline marketing can effectively realize the Internet and physical marketing linkage. At present, the more popular business models are B2C, C2C, O2O and so on. Among them, O2O consumption mode is the emergence of innovative marketing channels with the development of warehouse management logistics technology in recent years.

Optimize the Team for Organizational Innovation In addition, it is necessary to carry out organizational innovation by optimizing the team. It is difficult to obtain enough quantity and quality data information by means of market survey. The marketing team must fully master the method of big data analysis. This provides the most powerful data support for the formulation of marketing means and marketing strategies, and further realizes the transformation of enterprise marketing.

### **5. COUNTERMEASURES FOR INTERACTIVE DEVELOPMENT OF POLICE SPORTS AND POLICE SKILLS**

With the development of big data technology and Internet technology, the "Internet Plus" plays an important role in various fields. It will become a new educational model to propel the development of the innovation and entrepreneurship education of college students, thus providing them with a clear direction of innovation and entrepreneurship, so that they can adapt to the changes of the new environment. At the same time, in the context of the new normal, "Internet Plus" can also bring new ideas to college students' entrepreneurial activities, which can enable them to provide an important contribution to the realization of innovation development goals in China, to cultivate more innovative talents. In the new normal background, the "Internet plus" can effectively broaden the channels of college students' entrepreneurship, but also can realize the innovative development of the entrepreneurship model. Nowadays, the Internet has become an indispensable part of the life and learning of contemporary youth, which makes communication and work very convenient. In this case, as college students are in the entrepreneurial stage, they must make full use of the "Internet plus" technology, which not only can shorten the time for college students to start a business planning, but also can provide more kinds of entrepreneurial methods. In addition, the easy access to "Internet Plus" is just enough to meet the entrepreneurial needs of contemporary college students. Therefore, "Internet plus" is bound to become the mainstream trend of college students' entrepreneurship model.

#### **5.1 Pay attention to the two-way development of police sports and police skills**

As the manager of the public security organs, the police need to change their traditional ideas and understand their actions and abilities. Only in this way can the police view the relationship between the two from the same Angle in the specific teaching practice and avoid prejudice. Only to strengthen the police public security professional students sports, mutual development, improve quality, adhere to the people-centered concept of education, in order to be nurtured in a relaxed and happy learning environment, learning solid basic skills, learn more about the basic theory of knowledge and skills, and applied to the concrete practice, so as to improve the overall quality level of the police. Under the new normal, the "Internet plus" is a new development direction for college students to innovate and start a business, so we should pay attention to the actual situation to ensure that "Internet plus" play an important role in college moral education. This paper briefly analyzes the role of the new normal to combine the student's innovation and entrepreneurship with the current situation, enhancing the enthusiasm of college students to participate in various activities on the practice platform of innovation and entrepreneurship. We should lay emphasis on the effect of government guidance for entrepreneurship, abide by the laws, regulations and strategies of innovation and entrepreneurship, to improve the quality of innovative and entrepreneurial education in order to guarantee the fast and healthy development.

#### **5.2 Establish and improve the education system**

The lag of education mode seriously restricts the two-way development of police sports and police skills.

Therefore, police colleges and universities must adapt to the development of social situation and adhere to the development of police sports and police skills. Through innovation, schools need to delve into modern education methods and content, actively adapt and ensure the improvement of students' police skills. For example, special attention should be paid to physical training and combat training. These trainings are limited to indoor education. With the continuous development of the current social situation, these two kinds of educational content can be separated from the school education practice. Therefore, more interesting and challenging training and combat skills can be fully utilized to arouse students' enthusiasm for learning, which is very important to improve the quality of education. A very intelligent educational assessment is very necessary, after a real educational assessment, it is not only the motivation for students to progress, but also the catalyst for students to invest in learning. the construction and control of sports is a precedent to study the mutual development of police sports and police skills in China. Based on the analysis of the research results of the two-way development of police sports skills training, this paper discusses the allocation method of sports science curriculum, in order to correctly locate the theory of edge subjects, give full play to the advantages of sports construction and the role of knowledge, and combine the characteristics of police colleges and universities to implement high-quality ability training. Finally, courses such as course selection, wilderness survival courses and trauma courses are immediately divided into educational programs so that students can choose freely. Diversified education can improve students' ability to analyze and solve practical problems, combat problems and other problems. Basic subjects should establish a comprehensive, long-term and strict system, avoid blind and short-term education behavior, so as to promote the improvement of students' practical skills.

### **5.3 Improve the teaching system of police sports and police skills**

On the basis of the existing police education model, police colleges and universities should implement the two-way development of police sports and police skills, pay special attention to the development of tailor-made training methods for police students and improve the traditional training methods. In the selection of police PHYSICAL education teaching content, attention should be paid to the characteristics of police professional skills, the development of police personality and the personality differences of students in practice [3]. Physical education curriculum should carry out correct teaching activities in class according to the current situation of students. In order to reform P. E. teaching in police colleges according to curriculum resources and actual needs of schools, P. E. teaching in police colleges is divided into three modules: "police tactics", "practical skills" and "police training". In the teaching of the above three modules, "police physical Education" should skillfully guide practical courses according to the actual teaching content. Here's the theory of police sports. At present, great changes have taken place in police sports. In the current training of small-scale combat skills, the training of ordinary police officers in law enforcement activities has been increased. Teach and train defensive attack methods in practical skills such as handcuffs and clubs. Expand the scope of basic theoretical knowledge of police tactics. In pedagogy theory, in addition to establishing the real disposal principle and collective disposal method, we must also strengthen the corresponding police activities and do the corresponding police protection work well.

## **6. CONCLUSION**

In a word, police colleges should strengthen educational reform and innovation, change educational concepts, and fully understand the importance of two-way development of police sports and police skills. Actively introduce new education methods and technologies, promote the coordinated development of police sports and police skills. At present, there are still some unsolved problems in the teaching of police physical education in police colleges and universities. Schools should actively change their teaching methods according to the current situation of the Times, cultivate high-quality talents, and lay a solid foundation for the social security of our country. With the advent of the era of data transformation, the environment and methods of marketing have undergone earth shaking changes. Enterprises should focus on the personalized development of marketing products, the diversified development of marketing channels and the data development of marketing decisions, and actively use big data technology and various advanced science and technology to innovate products. In addition, it is also necessary to mine data for channel innovation and optimize the team for organizational innovation, to make the enterprise's marketing more in line with the trend of the times and create more considerable profits for the enterprise.

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