

# Southwest University

## Graduate Course Syllabus

### Course Unit: School of Food Science

Course No.	1108320055	Course	Marketing								
Course category (√)	Compulsory courses ( ) Elective courses (√)	Credit hour	2	Total class hours	30	Lecture hours	27	Discussion Hours	3	Experiment hours	
Lecturer	Yang Jian etc.	Job title Degree	Professor Master degree		Specialties			Marketing Food test statistics			
Range of application by majors: Light industry food, horticulture, agriculture, biology											
Prerequisite courses:											
<p>Teaching objectives and requirements:</p> <p>This course takes the theory and the basic knowledge of marketing as the core content, the students are required to grasp the basic concepts, principles and methods through classroom teaching and practice training, at the same time, close contact with the actual market situation and specific marketing environment to achieve the reality, practicality, targeted unity, and make a solid foundation for the future engagement of marketing business.</p> <p>The teaching task of marketing: the students are required to establish the modern marketing concept through the study of this course, understand the basic theory of marketing, master the basic knowledge of marketing and basic skills, and be able to apply flexibly for future marketing as well as the related management activities as the foundation.</p> <p>Teaching will combine the basic theory and the latest research results in the field of marketing at home and abroad, and train students to analyze the problem and solve the problem of practical ability.</p>											

Teaching methods and test methods (it should be conducive to cultivate graduates' innovative thinking and innovation ability):

Class teaching will be as the main part, and combine theory and practice. The teaching method should be based on the example. Students should understand the content of the classroom as the basis of the application, and understand and master the basic principles of marketing in the application process, and improve the practical application of capacity.

Assessment methods: the method combining the performance of answer the question in daily time and the paper writing at the end of term, of which the daily results accounts for 30% of the course results; final exam accounts for 70% of the course results. The daily assessment includes answering questions in the classroom, the completion of training, after-school homework and attendance and so on.

### **Course content and course hours allocation**

### **Chapter 1 Strategic Planning and Marketing Management Process (4 hours)**

**Teaching objectives and requirements:** The students should grasp the concept of corporate strategic planning, the general process and strategic steps, and be familiar with the general process of marketing management and marketing content Through this chapter.

Section 1: Corporate Strategy and Strategic Planning

Section 2: overall business strategy and business strategy planning

Section 3: Marketing Management and Marketing Portfolio

### **Chapter 2 Marketing Environment (4 hours)**

**Teaching objectives and requirements:** the students should understand the content of the marketing environment & the characteristics, the opportunities and risks formed through this chapter, and the marketing strategy should be carried out.

Section 1: The meaning and characteristics of the marketing environment

Section 2: Micro-Marketing Environment

Section 3 Macro - marketing Environment

Section 4: Analysis and Countermeasures of Marketing Environment

### **Chapter 3 Analysis of Market Purchase Behavior (6 hours)**

**Teaching purpose and requirements:** the students should understand the characteristics of the consumer market, and grasp the rules of consumer buying behavior through this chapter, and lay the foundation to carry out marketing activities in the consumer market in the future.

Section 1: Consumer Market and Analysis of Its Purchase Behavior

Section II: Organizational Market and Purchasing Behavior Analysis

### **Chapter 4 Target Marketing Strategy (4 hours)**

**Teaching purpose and requirements:** the students should fully understand the market segmentation, importance of selecting the target market and the market positioning through this chapter, and be familiar with the market segmentation, strategy of selecting the target market and market positioning.

Section 1: Market segmentation's strategy

Section 2: Target Market's Strategy

Section 3: market positioning's strategy

### **Class Discussion (3 hours)**

### **Chapter 5 Pricing Strategies (4 hours)**

**Teaching objectives and requirements:** product prices are the most sensitive factors in the marketing mix, which affect the enterprise market demand and profit level. the students should understand the main factors affecting pricing, master the general method of pricing, use the pricing strategies flexibly through this chapter.

Section 1: Factors that affect pricing

Section 2: General method of pricing

Section 3 The basic strategy of pricing

Section 4: Price Change Response and Price Adjustment

### **Chapter 6 Promotion Strategy (5 hours)**

**Teaching objectives and requirements:** In the fierce market competition, the enterprises only adopt a certain means of promotion to sell products out, and achieve marketing objectives, therefore, the promotion research and application strategy are the important parts of marketing. the students should deeply understand the characteristics and functions of various promotional tools through this chapter, and use it according to different market conditions.

Section 1: the promotion and promotion portfolio

Section 2: Personnel Marketing Strategy

Section 3: advertising strategy

Section 4: Public Relations

Section 5: business promotion strategy

### **Chapter 12 Marketing Organization, Planning and Control (3 hours)**

**Teaching Objectives and Requirements:** the students could understand the organization, planning and control of marketing through learning.

Section 1; Marketing Organization

Section 2: Marketing Plan

Section 3: Marketing Control

### **Class Discussion (3 hours)**

(Please add more pages if this page is insufficient)

### **The Catalog for main reference book (periodicals):**

S.N.	Author	Books and Periodicals' name	Press
1	Wu Jianan	"Marketing"	Higher Education Press, 2000
2	Philip Kotler	"Marketing"	Chinese People's Publishing House, 1997

3	Guo Guoqing	<i>"Introduction of Marketing"</i>	Renmin University of China Press, 2000
4	Peng Xinglv	<i>"Marketing"</i>	China Finance and Economics Press, 2000

Review Comments of School (Institute, Center):

Signature (Date)

Review Comments of Student Committee:

Signature (Date)

Review Comments of Graduate School

Signature (Date)