

Principles of Marketing and Horticultural Market Systems

RQ02015

1. General information

- Term: 3
- Credits: **Total credits: 2** (Lecture: 2 – Practice: 0)
- Credit hours for teaching and learning activities: 30 hrs
- Self-study: 90 hrs.
- Department conducting the course:
 - Department: Marketing
 - Faculty: Business Management and Accounting
- Kind of the course:

Foundation <input type="checkbox"/>		Fundamental <input checked="" type="checkbox"/>		Option 1 <input type="checkbox"/>		Option 2 <input type="checkbox"/>	
Compulsory	Elective	Compulsory	Elective	Compulsory	Elective	Compulsory	Elective
<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

- Prerequisite course(s): Principles of Microeconomics and Macroeconomics

2. Course objectives and expected learning outcomes

* *Course objectives:*

- Knowledge: Course provides for students with knowledge in applied marketing in the field of horticulture, such as process of market segmentation and elements of a mix marketing. In addition, students will capture the fundamental knowledge related to characteristics of horticultural market.

- Skills: Course provides students with team work skill and problem solving skill

- Attitude: Course provides students with positive attitudes in self-study and learning effort

* *Course expected learning outcomes*

Notation	Course expected learning outcomes After successfully completing this course, students are able to	PLO performance criteria
Knowledge		
CELO1	Apply marketing principles to outline essential contents of a mix marketing in horticulture enterprise and to analyze horticultural market	1.3
Skills		
CELO3	Analyze characteristics of Vietnam's horticultural market	7.1
CELO4	Analyze Vietnam's horticultural export market	7.2
CELO4	Propose a framework of marketing mix strategy for horticultural enterprise to meet market demand	7.3
Autonomy and responsibility		

CELO5	Show a willingness to learn when being assigned tasks and having opportunities for advancement	10.2
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3. Course description

Brief description of the course: Overview of marketing; Market segmentation, target market selection and market positioning (STP); Product strategy; Price strategy; Place strategy; Promotion strategy; Market of horticultural products .

4. Teaching and learning & assessment methods

Methods	CELOs	CELO1	CELO2	CELO3	CELO4	CELO5
Teaching and learning						
Lecturing		x			x	x
Essay		x	x	x	x	x
Team working			x	x	x	x
Questions and answers		x				x
Assessment						
Rubric 1. Attendance (10%)		x				x
Rubric 2. Team working (used to calculate each member's mark)		x	x	x	x	x
Rubric 3. Team essay (30%)		x	x	x		x
Rubric 5. Final exam (60%)		x				

5. Student tasks

- Attendance: All students taking this course must attend the class. Number of absent hours should be less than one-third of the total hours offered.

- Preparation for the lecture: All students taking this course must read materials and answer the questions which lecturer requires before the class.

- Writing essay: Students are divided in to groups to write essays with assigned topics as requested by lecturer. Students in each group must together prepare the essay.

- Final examination: Students must attend one final test (if not attending, the student will not have a score to evaluate the average point.

6. Text books and references

* *Text Books/Lecture Notes:*

Nguyen Van Phuong (2021). Fundamental Marketing. Vietnam National University of Agriculture Publishing House

* *Additional references:*

+ Kotler, Philip; Gary Armstrong (2016). Principle of Marketing. Upper Saddle, N.J.; Pearson

+ Tran Huu Cuong (2012). From marketing to food and agricultural value chains: Theoretical and practical basis. National Political Publishing House.

+ Nguyen Trong Duzng (2010). A study on vegetable market system in Thai Binh city. Vietnam National University of Agriculture Publishing House.

+ Vu Thi Le Giang (2014). Assessing the people's demand for safe vegetables in Hai Duong city. Vietnam National University of Agriculture Publishing House.

+ Nguyen Thi Phuong Anh (2020). A research on safe vegetable consumption behavior of households in Phuc Loi ward, Long Bien district, Hanoi city. Vietnam National University of Agriculture Publishing House.

7. Course outline

Week	Content	Course expected learning outcomes
	<i>Chapter 1: Overview of marketing</i>	
1	A/ Main contents: (4.hours) Theory: (3,5 hours) 1.1. The concept of marketing 1.2. Some fundamental concepts and terminology of marketing 1.3. Business-oriented perspectives 1.4. Consumer behavior Seminar/Discussion/E-learning: (0,5 hour) Factors influencing consumer behavior	CELO 1
	B/ Self- study contents: (12 hours) Read the lecture and briefly answer the questions asked by the instructor.	CELO 1, 5
		<i>Chapter 2: Market segmentation, target market selection and market positioning (STP)</i>
2 & 3	A/ Main contents: (4 hours) Theory: (3,5 hours) 2.1 Market segmentation 2.2. Target market selection 2.3. Market positioning Seminar/Discussion/E-learning: (0,5 hour) Market segmentation and market positioning of horticultural enterprise	CELO 1
	B/ Self- study contents: (12 hours) Read the lecture and briefly answer the questions asked by the instructor. Collect some documents related to the chapter' contents	CELO 1, 5
		<i>Chapter 3: Product strategy</i>
4 & 5	A/ Main contents: (5 hours) Theory: (4 hours) 3.1. Concept 3.2. Decisions on brand, package and customer service 3.3. Product life cycle Seminar/Discussion/E-learning: (1 hour)	CELO 1
		CELO 1, 5

	Decisions of horticultural enterprise on brand, package and customer service	
	B/ Self- study contents: (15 hours) Read the lecture and briefly answer the questions asked by the instructor Collect document related to the product strategy of horticultural enterprise, and then analyze the content	CELO 1, 4, 5
	Chapter 4: Price strategy	
5 & 6	A/ Main contents: (5 hours) Theory: (4 hours) 4.1. Nature and role 4.2. Factors affecting pricing 4.3. The process of determining the initial price 4.4. Types of pricing strategies Seminar/Discussion/E-learning: (1 hour) Pricing methods of horticultural enterprise	CELO 1
	B/ Self- study contents: (15 hours) Read the lecture and briefly answer the questions asked by the instructor Collect document related to the price strategy of a horticultural enterprise, and then analyze the content	CELO 1, 4, 5
	Seminar/Discussion/E-learning: (1 hour) Pricing methods of horticultural enterprise	CELO 1, 4, 5
	Chapter 5: Place strategy	
7	A/ Main contents: (3 hours) Theory: (2,5 hours) 5.1. Concept and roles 5.2. Distribution channel structure 5.3. Types of distribution channels 5.4 Distribution channel management Seminar/Discussion/E-learning: (0,5 hour) The distribution channels of horticultural enterprise	CELO 1
	B/ Self- study contents: (9 hours) Read the lecture and briefly answer the questions asked by the instructor Collect document related to the distribution channel of a horticultural enterprise, and then analyze the content	CELO 1, 4, 5
	Seminar/Discussion/E-learning: (0,5 hour) The distribution channels of horticultural enterprise	CELO 1, 5
	Chapter 6: Promotion strategy	
8 &9	A/ Main contents: (4 hours) Theory: (3 hours) 6.1. Concept 6.2. Advertisement 6.3. Sale promotion 6.4 Public relationship 6.5. Personal selling Seminar/Discussion/E-learning: (1 hour) The promotion activities of horticultural enterprise	CELO 1
	Seminar/Discussion/E-learning: (1 hour) The promotion activities of horticultural enterprise	CELO 1, 5

	<p>B/ Self- study contents: (12 hours)</p> <p>Read the lecture and briefly answer the questions asked by the instructor</p> <p>Write essay related to marketing mix of horticultural enterprise</p>	CELO 1, 4, 5
9 &10	<p>Chapter 7: Market of horticultural products</p>	
	<p>A/ Main contents: (5 hours)</p> <p>Theory: (4 hours)</p> <p>7.1 Characteristics of horticulture</p> <p>7.2 Demand for horticultural products</p> <p>7.2.1. Concept and characteristics</p> <p>7.2.2. Factors affecting demand of horticultural products</p> <p>7.3. Supply of horticultural products</p> <p>7.3.1. Concept and characteristics</p> <p>7.3.2. Factors affecting supply of horticultural products</p> <p>7.4. Price of horticultural products</p> <p>7.4.1. Concept and characteristics</p> <p>7.4.2. Factors affecting price of horticultural products</p> <p>7.5. Function and characteristics of horticultural product market</p> <p>7.6. Sources of horticultural market research information</p> <p>Seminar/Discussion/E-learning: (1 hour)</p> <p>Characteristics supply and prise of horticultural products in Vietnam</p>	CELO 1
	<p>B/ Self- study contents: (15 hours)</p> <p>Read the lecture and briefly answer the questions asked by the instructor</p> <p>Write essay related to horticultural domestic market and Vietnam’s horticultural export market</p>	CELO 1, 5
	<p>B/ Self- study contents: (15 hours)</p> <p>Read the lecture and briefly answer the questions asked by the instructor</p> <p>Write essay related to horticultural domestic market and Vietnam’s horticultural export market</p>	CELO 2, 3, 5