

# Exploring the Path and Implementation of Ideological and Political Education in Marketing Fundamentals Course based on Moral Education Concept

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**Abstract:** Cultivating virtues and morality is the primary task of talent cultivation in China's universities and colleges, and promoting the construction of ideological and political education in courses is an important lever for curriculum reform in universities. As a provincial-level demonstration course of ideological and political education in vocational education in Jiangsu, Marketing Fundamentals course has been innovatively designed and practiced under the concept of moral education. The course pioneers the "3C" ideological and political education reform concept, which emphasizes the cultivation of competence, the development of creative thinking, and the dissemination of commercial culture, by designing a curriculum ideological and political education reform model with "Integrity Marketing, Scientific Marketing, and Confident Marketing" as the main theme and uses various teaching methods such as flipped classroom, project-based teaching, thematic presentations, group discussions, scenario simulations, case studies, and exploratory approaches to integrate Ideological and Political Education into the entire process of teaching and learning.

**Keywords:** Ideological and Political Education; Marketing Fundamentals Course; Moral Education Concept; Curriculum Reform.

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## 1. Introduction

*Guidelines for the Ideological and Political Construction of Colleges and Universities*, by the Ministry of Education of China, pointed out that the fundamental issue of higher education is what kind of people to cultivate; how to cultivate them and for whom to cultivate. The effectiveness of Cultivate Virtues and Morality Education is the fundamental standard for testing all education work in colleges and universities in China. To implement the fundamental task of Cultivate Virtues and Morality Education, it is necessary to integrate and inseparable the shaping of values, imparting knowledge, and cultivating abilities together. Comprehensively promoting the construction of Ideological and Political Education in courses is to incorporate values into knowledge transmission and ability cultivation, helping students shape correct worldviews, outlooks on life, and values. This is not only the essence of talent cultivation, but also an essential content.

The *Marketing Fundamentals* course is a provincial-level demonstration course for Ideological and Political Education in Jiangsu vocational education. The course construction team analyzed the background of the marketing industry and the course positioning, and studied the cultural background and learning situation of students. Based on modern vocational education ethics concepts and relying on educational informatization methods, the course team created a 3C-Ideological and Political Reform-concept which emphasizes the cultivation of Competence, the development of Creative thinking, and the dissemination of Commercial culture. The course team also designed an Ideological and Political Education model with "Integrity Marketing, Scientific Marketing, and Confident Marketing" as the main theme, in which various teaching methods are used, such as flipped classroom, project-based teaching, thematic presentations, group discussions, scenario simulations, case studies, etc. By

this mode, Ideological and Political Education is integrated into the entire process of teaching.

## 2. Course Overview

*Marketing Fundamentals* course, which is offered in the first semester of freshman year, has 3 credits and 45 class hours.

*Marketing Fundamentals* course is a fundamental course for Marketing major. Through this course students can study the definitions and concepts of marketing, such as marketing environment, marketing research, consumer market and consumer behavior, customer-driven marketing strategies, product services and brand strategies, product pricing, marketing channels, and promotion strategies. The course can establish a marketing framework to cultivate students' ability to speak, competent, think, and learn, also can lay a foundation for subsequent professional courses. As the first professional course for students, this course does play a crucial role in shaping correct values and marketing concepts.

## 3. Analysis of Student Learning Situation and Teaching Background

The students of *Marketing Fundamentals* course are freshmen majoring in marketing. They have active thinking, innovative consciousness, high acceptance of new things, and are willing to participate in teaching interactions such as information technology and new media. Most students have a demand to continue their undergraduate studies in marketing related majors after graduation. Through analysis of the learning situation, it is found that students still have the following shortcomings.

### 3.1. Lack of Strong Ideological and Political Awareness

This course is the first professional course for freshmen,

and most of the students are between the ages of 18 and 20, who are in a critical period of forming their worldview, outlook on life, and values. They might lack strong ideological and political awareness and concepts of integrity while rule of law is not clear enough.

### **3.2. Lack of Market Experience and Scientific Marketing Awareness**

Most of the students have no prior experience in marketing field before studying this course, and their marketing foundation is relatively poor. They have not yet developed a professional perspective in marketing insight and scientific marketing.

### **3.3. Lack of Confidence and Innovative Consciousness**

Some students are shy, not good at communicating with others, or lack confidence in expressing themselves. Some students can master the knowledge points, but their application and innovation abilities are not strong, and they might lack the spirit of reform and innovation.

## **4. Objectives and Design Concepts of Ideological and Political Construction**

### **4.1. Objectives of Ideological and Political Construction in Marketing Fundamentals Course**

Based on the positioning of serving local community and modern service industry, as well as the requirements of Marketing Talent Training Program, the process of *Marketing Fundamentals* Course imparting knowledge should be transformed into a moral education process, with the construction direction of strengthening the professional ethics, professional literacy, professional spirit, humanistic literacy, and behavioral habits of marketing major students in the new era. The course aims to innovate the reform concept of Ideological and Political Education in the 3C-Ideological and Political Reform-concept; Deeply explore the integration points of Ideological and Political Education marketing knowledge, and optimize the supply of ideological and political content; Establish a multi subject curriculum ideological and political work team consisting of professional teachers who are exemplary, experts in the field of Ideological and Political Education, and part-time moral education mentors in enterprises; Adopt diverse teaching methods such as task oriented, flipped classroom, project-based teaching, case teaching, brainstorming, etc.; Utilize information technology to build provincial-level high-quality English courses, MOOCs, SPOCs course resources that contain ideological and political elements. The ultimate goal is to build a comprehensive, diverse, progressive, and integrated Ideological and Political Education system for the curriculum.

### **4.2. Concepts of Ideological and Political Construction in Marketing Fundamentals Course**

Based on analysis of student's learning situation and the concept of moral education, a 3C-Ideological and Political Reform-concept has been formed, which emphasizes the cultivation of competence, the development of creative thinking, and the dissemination of commercial culture.

#### **4.2.1. First "C" is a Cultivation Philosophy That Emphasizes Ability and Literacy.**

*Marketing Fundamentals* Course focuses on the core issue of "who to train, how to train and for whom to train", and takes "Integrity Marketing, Scientific Marketing, and Confident Marketing" as the main line to achieve the goal of "Four Abilities (ability to speak, to think, to learn, to do)" for the training of marketing students and improve their marketing professional ability, marketing professional competence, personal integrity and confidence awareness.

This course proposes an innovative model of "Doing-Learning-Teaching-Speaking" in the class. It can cultivate students' ability to speak and coordinate communication skills through various methods such as classroom demonstrations, presentations, and group discussions, and realize students' practical abilities in marketing application through scenario simulation, project-based and other modes, also cultivate students' innovative and critical thinking abilities through various methods such as case-based, exploratory, and problem oriented approaches. Through various means such as flipped classrooms, layered teaching, and course platforms, students' can be cultivated to learn more independently.

#### **4.2.2. Second "C" is the Concept of Cultivating Creative Thinking.**

The Spirit of the Time-Centered on reform and innovation is one of the ideas for Ideological and Political construction in this course. This course aims to enhance students' innovative thinking abilities through the following methods: firstly, the retrospective innovation method, which innovates their understanding from pursuing the essence of marketing. The course team has supporting enterprise cases for each knowledge point in this course, guiding students to pursue the essence of marketing through real case analysis and grasp marketing principles and laws. The second is the global innovation approach, which focuses on analyzing marketing from a holistic, three-dimensional, and multi perspective. The course team utilizes project-based teaching to design in class and out of class practical projects, as well as second classrooms, to enhance students' innovative abilities. The third is to explore innovative methods, guiding students to use course platforms and interest groups to cultivate innovative awareness through inquiry based learning, problem orientation, reverse thinking, and other methods. The fourth is the competition innovation method, which organizes outstanding students to participate in innovation and entrepreneurship competitions or marketing competitions, allowing students to cultivate innovative and entrepreneurial thinking during the competition process.

#### **4.2.3. Third "C" is the Communication Concept of Commercial Culture.**

Chinese traditional commercial culture has a profound and extensive influence in the history of worldwide business, and is one of the cradles of the birth and development of world commercial civilization. In order to promote the integration of excellent traditional Chinese culture into curriculum teaching, guide students to cultivate patriotic sentiments, and inherit excellent traditional Chinese culture, this course serves as a basic course for marketing majors, spreading to students the commercial cultural connotations of China, which is also one of the teaching objectives of the course. The course guides students to actively participate in marketing practices through project-based teaching and case-based teaching, and to learn and experience the business spirit of "Intelligence, Courage, Benevolence, and Strength" in China through the

course practice.

contained in the *Marketing Fundamentals* course and explore entry points of Ideological and Political Education, by using various teaching methods and the course resource platform.

## 5. Implementation Path of Ideological and Political Education in Marketing Fundamentals Course

### 5.1. Integrating Ideological and Political Elements into Teaching Modules

Fully tap into the Ideological and Political elements

**Table 1.** Table for Integrating Ideological and Political Elements into Marketing Fundamentals Course

Learning Modules	Ideological and Political Education Objectives	Integration Points of Ideological and Political Elements	Integration Method
Marketing Concepts	Strengthen Ideal and Belief Education Establishing Core Socialist Values	Teach students the basic concepts of marketing, cultivate their professional ethics, confidence, and sense of responsibility for the times.	Project based,
Analysis of Marketing Environment - Political Environment	Establishing Core Socialist Values Strengthen rule of law marketing and cultural confidence	Teach students how to analyze the market political and legal environment, enhance their confidence in the system, culture, and legal marketing awareness.	
Consumer Behavior Analysis --Social influencing factors	Establishing Core Socialist Values Broadcast Excellent Traditional Culture Education in China	Teach students how to objectively analyze consumer behavior, especially the social factors that affect consumers, and cultivate their cultural confidence and professional ethics.	
Marketing Strategy --Market positioning	Strengthen Global concept, professional ethics, scientific marketing, and integrity marketing	Teach students how to position themselves in the market, cultivate their professional ethics, scientific marketing, and honest marketing.	Flipped classroom,
Product Strategy --Brand strategy	Broadcast brand culture, business spirit, and confidence consciousness	Teach students how to design product brand strategies, cultivate their brand culture concepts, sort out personal confidence, and cultivate business ethics.	Blended learning,
Product Strategy --Packaging strategy	Strengthen cultural confidence and business spirit	Teach students how to design product packaging strategies, cultivate their understanding of different cultures, cultivate cultural confidence and business ethics.	
Product Pricing Strategy	Strengthen scientific marketing, honest marketing, and professional ethics	Teach students how to design product pricing strategies and cultivate their professional ethics of scientific pricing and honest pricing.	
Promotion Strategy --Advertising strategy	Strengthen integrity marketing and confidence awareness; Strengthen professional competence education	Teach students how to design product advertising strategies and cultivate their professional ethics of reasonable promotion and honest marketing.	Experiential teaching
Promotion Strategy --Business promotion	Strengthen integrity marketing, professional ethics education, and scientific marketing	Teach students how to design product sales promotion strategies, cultivate professional ethics, scientific marketing, and integrity marketing concepts.	

### 5.2. Improving Teaching Methods and Approaches

The course team explores the more effective and diversified teaching methods for Ideological and Political Education, integrating value guidance with knowledge transmission, and integrating modern information technology into the entire process of Ideological and Political Education teaching. A three-layer teaching system has been established, integrating the teaching objectives of Ideological and Political Education into teaching design and into student learning tasks.

In-class methods - using methods such as hybrid, situational, exploratory, case-based teaching, discussion, and demonstration, integrating ideological and political teaching content into student learning tasks through course ideological and political project tasks.

Out-of-class methods - using self-directed learning methods, reading guidance methods, etc., using course platforms to guide students to self-study diverse course ideological and political resources such as business culture knowledge and integrity marketing cases after class, and establish students' awareness of integrity and confidence.

### 5.3. Building Ideological and Political Resources

*Marketing Fundamentals* course information-based teaching relies on two platforms: one is the high-quality English teaching platform for international students in Jiangsu Province, and the other is the *Marketing Fundamentals* SPOC platform.

*Marketing Fundamentals* English teaching platform is a high-quality course platform for international students in Jiangsu Province. The *Marketing Fundamentals* English Teaching Platform began construction in 2017, which is designed for foreign students studying marketing in China. This platform has English marketing learning resources, by which international students can complete self-learning, take online tests, and learn about Chinese business culture.

*Marketing Fundamentals* SPOC platform is found in 2016, which is a bilingual online course platform for the marketing students. There are over 1200 course resources on the platform. Through the platform, students can learn marketing knowledge micro courses, watch videos of Chinese businessmen, and experience the application of Core Socialist Values in the business field. The platform has been used by 4500 students in more than 300 universities and colleges.

## 5.4. Building Ideological and Political Teaching Team

The ideological and political construction team of the *Marketing Fundamentals* course is an excellent teaching team with high comprehensive qualities. The teaching team not only has solid professional knowledge and teaching ability, but also has excellent ideological and political qualities. Teachers have good political awareness and understanding of Chinese business culture, having high marketing professional ethics and social service capabilities. There is also a full-time secretary of the business college in the team to oversee the process of Ideological and Political Education in team teaching. In addition, the team also has a strong professional background in off-campus enterprise tutors, providing the latest industry needs and professional ethics requirements. Teachers can use proficiently apply various teaching methods and tools such as flipped classroom, online interactions, classroom feedback, and practical teaching methods to organically integrate “knowledge transmission, ability development, and value leadership” into the entire teaching process of *Marketing Fundamentals* course, providing guarantees for the achievement of the educational goals of this course.

## 5.5. Optimize the Ideological and Political Education Practice Process

In the teaching process, enterprise practical projects related to Ideological and Political Education are introduced into the teaching process. Students cultivate four self-confidence, Spirit of Craftsmanship, labor spirit, and professional ethics in the process of completing real enterprise projects. At the same time, the teaching team integrated existing practical resources and designed a new teaching environment, smart classroom plus a business informationization training center, which can meet the learning needs of students based on the training objectives and teaching content of this course. The teaching environment has new-design-concept, complete facilities and diverse information elements, which can not only meet the various functional needs of classroom teaching, but also meet the different requirements of course practice. The smart classroom has complete functions and advanced

facilities, equipped with a smart blackboard, multimedia touch all-in-one machine, multifunctional recording and broadcasting equipment, classroom monitoring, information management platform, and other complete teaching facilities and software. It can not only meet various needs of classroom teaching in this course, but also record and upload teaching situations in real time. There are also various display devices and recording facilities in the smart classroom for student in class projects. To enhance the Ideological and Political Education effect of this course, the construction team has increased the cultural construction of the training room.

## 5.6. Reform the Ideological and Political Education Evaluation System

In order to achieve the teaching goals of "Integrity Marketing, Scientific Marketing, and Confident Marketing" in *Marketing Fundamentals* course, and in response to the diverse knowledge points of the course and the active and expressive personality of marketing students, this course adopts a process-plus-result assessment and evaluation system, which adopts a result oriented and process-oriented assessment approach, integrating professional assessment with ideological and political assessment.

The assessment plan for this course is a combination of routine process assessment, project assessment, and final assessment. Based on the difficulty level of the content, design a dual project assessment of "course learning project plus ideological and political project", so that students can further consolidate their knowledge points while completing the project.

Teachers rate the completion of course projects for students and the students team leaders evaluate the participation of team members in the project, while the groups rate each other group to form the score for student participation in the project.

By collaborating with various student teams to complete both in class (ideological and political) and extracurricular projects, the teacher provides a comprehensive evaluation of the completion of the student team. At the end of the term, students will be given a score for their completion of major projects.

**Table 2.** Table for Ideological and Political Education Evaluation System

Class Performance (20%)				Project Assessment (40%)		Final Exam (40%)
Online Recourses Learning	Classroom Participation	Homework	Case study of Ideological and Political Education	Marketing Projects	Projects for Ideological and Political Education	40points
8points	4points	4points	24points	24points	16points	

## 6. Summary

As a provincial-level demonstration course in Jiangsu Province, the *Marketing Fundamentals* course takes cultivating virtues and morality as its primary task, firmly establishes the central position of talent cultivation, and continuously improves the Ideological and Political Education system, teaching system, and content system of the course around the construction of a high-level talent cultivation system. The course takes Ideological and Political Education and professional teaching as the most fundamental work, deeply explore the Ideological and Political Education resources contained in marketing courses, and continuously

explore teaching methods, so that students can learn, master the laws of development, understand the world's principles, enrich their knowledge, broaden their horizons, and shape their character. *Marketing Fundamentals* course is based on the disciplinary characteristics and advantages of the marketing major, conducts in-depth research on the educational goals of marketing, deeply excavates and extracts the ideological values and spiritual connotations contained in the professional knowledge system, and accelerates the construction of a discipline system, academic system, and discourse system of philosophy and social sciences with Chinese characteristics. It also assists students in understanding national strategies, laws and regulations, and

related policies in marketing related majors and industry fields, guide students to deepen social practice, pay attention to practical problems, cultivate students' professional qualities of benefiting the people, providing honest services, and cultivating both morality and law, and scientifically and reasonably expand the breadth, depth, and temperature of professional courses. It can innovate classroom teaching models, promote the application of modern information technology in Ideological and Political Education, stimulate students' interest in learning, and guide them to think deeply.

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