

Research on the Potential of Marketing of Sports Dance Training in West University Town in Jinan

Based the SWOT Analysis Method

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Abstract—By gathering up firsthand data of the sports dance training in west university town in Jinan through literature and questionnaire, and analyzing it under the direction of SWOT—a marketing tool to find the internal and external factors for sports dance training in west university town in Jinan, and then propose some coping tactics in this regard.

Keywords—Sports dance training; SWOT analysis; West university town in Jinan

I. OVERTURE

With the development of social economy and culture, people's living standards rise at the same time, the quality of education also shows its effectiveness. There is an increasing demand for Contemporary college students of entertainment, health, communication. Sports dance, a kind of high-grade "exotic", has strong demand potential among College students. since the foundation of the west of Ji'nan University City in 2005, there have been approximately twelve universities of 43 square kilometers built that include Shandong Normal University, Shandong Women's University, Shandong University of Art and Design, Shandong University of Arts, Shandong Traditional Chinese Medicine University, Shandong Jiaotong University, Qilu Industrial University Shandong Labor Vocational and Technical College, Shandong Trade Union Cadre Management College, Jinan Preschool Education College. And there are Commercial Streets bonding universities into a community, with a student body as big as about 240,000. The condition of geography, population, campus culture has made a solid foundation for the development of sports dance training market.

II. "SCP MODE" AND "SWOT ANALYSIS"

SCP theory is a theoretical tool founded by Harvard University scholars to analyze industrial organizations. As the orthodox theory of industrial organizations, the Harvard counterpart is based on the price theory by the New Classics, and the empirical research method, employing structure, behavior, performance to analyze the industry, the market structure of the systematic structure of the(Structure) - market behavior (Conduct) -- market performance(Performance) analysis framework (SCP framework). (SuDongshui.2000) The theory for the internal structure of market research industry that enjoys great pragmatic significance in guiding marketing behaviors and marketing performance of the

industry is the orthodox theory of industrial organization economics. Emphasizing the functions of market structure in SCP in the framework, the market structure is the determinant of marketing behaviors and marketing performance. The analysis procedure is that the market structure determines enterprise's behaviors in the market, and the enterprise market behavior determines its economic performance. Therefore, to improve the market performance is for industrial policies to adjust to the market structure. This paper tries to analyze the current situation of sports dance training market by SCP theory.

SWOT analysis method is also called a situation analysis, and it was put forward in early 80 twentieth Century by Professor of management at University of San Francisco. SWOT stands for Strength, Weakness, Opportunity, and Threat, embodying both advantages and disadvantages. The so-called SWOT analysis, namely the internal and external competitive environment and competition condition based on the situation analysis, is closely related to the study of the various major internal strengths, weaknesses and external opportunities and threat, enumerate through investigation, and in accordance with the matrix form arrangement, and then use the thought of system analysis, the various factors. There are decision making conclusions were drawn by analysis a series of factors. Using this method, the corresponding strategic development plans and countermeasure can be studied systematically and accurately located on the object of study, according to results.. SWOT analysis method is often used as the group development strategy and competition information analysis, and is one of methods most widely adopted.

To generalize the conditions of training market of sports dance in Ji'nan Western University Town at present, there are potential marketing accumulations while the lack of teachers, organizational management and other facilities, and therefore a system of industry has not been formed. So the SWOT analysis method is a more practical analysis than SCP paradigm.

III. SWOT ANALYSIS OF JI'NAN WESTERN UNIVERSITY CITY SPORTS DANCE TRAINING MARKET DEVELOPMENT

A. *Advantages for sports dance training market development in Ji'nan western University Town*

Advantage one: good facilities.

The author visited several universities, and the Western University T has shown that most colleges and universities are suitable for sports dance activities. But because it is the overall planning, the scale and quality of higher school construction. Carry out, as the sports dance curriculum dance amateur sports has provided good conditions.

Advantage two: more concentrated campuses.

Universities of the west of Ji'nan Town is located in the ChangQing District of concentrated area of GuYunHu Street Office of 43 square kilometers, and the vast majority of universities are located tightly around the University Town. Commercial Street parks, and schools provide a very convenient condition for sports dance training, competition, grading, exchanges and other activities.

Advantage three: dance sports atmosphere.

In order to understand the status for sports dance activity in Ji'nan Western University Town , the author conducted a questionnaire survey. These universities had opened the dance sports courses; part of the University set up a dance club, sports associations. Activities of a large number of dance sports populations have been involving a large number of participants. The good atmosphere is the best soil for sports dance training market development in Ji'nan Western University Town.

TABLE I. VENUES FOR SPORTS DANCE IN WESTERN JI'NAN UNIVERSITY TOWN

Universities	Sufficient facilities	General facilities	Lack of facilities
Shandong normal university	√		
Shandong university of art and design		√	
Qilu Industrial University		√	
Shandong Traditional Chinese Medicine University	√		
Shandong Jiaotong University	√		
Shandong university of Arts	√		
Shandong labor vocational and technical college		√	
Shandong trade union cadre management college		√	
Jinan preschool education college	√		
Shandong liming polytechnic vocational college		√	
Shandong ShengHan finance and trade vocational college		√	

TABLE II. DEVELOPMENT OF WESTERN JI'NAN UNIVERSITY CITY SPORTS DANCE

Universities	Dance sports courses	Dance sports clubs	Remarks
Shandong normal university	√		Professional &elective
Shandong university of art design	√	√	Elective
Qilu Industrial University		√	
Shandong Traditional Chinese Medicine University	√	√	Elective
Shandong Jiaotong University	√	√	Elective
Shandong university of Arts	√	√	Professional &elective
Shandong labor vocational and technical college		√	
Shandong trade union cadre management college	√	√	positive in PE
Jinan preschool education college	√	√	Development course
Shandong liming polytechnic vocational college		√	
Shandong ShengHan finance and trade vocational college		√	

Advantage four: Both large-amount and high-quality students. There are universities in the west of Ji'nan Town of 43 square kilometers as regional concentration accommodating about 400000 College students. The sports dance, especially the Latin dance, in recent years has been loved by all age groups from 4 to -70. Good understanding of sports dance and age groups let students become the mainstream lovers.

Additionally, college students act as the training market potential resources. Occupancy rate for University Town teachers has been rising in recent years, and has been bringing high quality resources for sports dance training for children. In the University Town, there are teachers from Changing and other economically better districts. Therefore, the University Town children in the economic conditions and the sports dance learning needs better than other regions.

B. *Analysis of disadvantages of sports dance training market development in Western Ji'nan University Town*

Disadvantage one: The lack of profession standards and norms. Through the survey, sports dance training institutions in Changqing Western University Town lacks systematic teaching qualification training and opening teaching content is infertile. HongGuoGuo art training center and Commercial Street HeiJunMa fitness club in University Town act as the main sports dance training institutions. And there is also HeiJunMa practicing qualification center. But the sports dance teachers do not have qualified teachers, nor various content: there is no system. The Red fruit art training center do not gain the business licenses, and its teachers are part time employees, without the guarantee for a

consistent course. The content also have not the continuity and systematic.

Disadvantage two: Lack of professionals. Although the university has set up the sports dance curriculum, and most schools have set up the sports dance clubs, associations, teachers have not got the teaching ability. It is not conducive to the development for sports dance.

TABLE III. WESTERN JI'NAN UNIVERSITY CITY SPORTS DANCE TEACHER STATUS

Universities	Teacher of courses	Teacher of clubs	remarks
Shandong normal university	professionals	Students of dance sports major	
Shandong university of art and design	After short-term training	Students after short-term training	Elective course
Qilu Industrial University		Amateur students	
Shandong Traditional Chinese Medicine University	After short-term training	Students after short-term training	Elective course
Shandong Jiaotong University	After short-term training	Students after short-term training	Elective course
Shandong university of Arts	professionals	Students of dance sports major	Professional course and elective course
Shandong labor vocational and technical college		Amateur students	
Shandong trade union cadre management college	External teachers	Amateur students	Including dance sports in PE course
Jinan preschool education college	External teachers	Amateur students	Development course
Shandong liming polytechnic vocational college		Amateur students	
Shandong ShengHan finance and trade vocational college		Amateur students	

Disadvantage three: Paying attention to figures, instead of to technology, and attaching importance to the physical training but not humanities edification. In order to understand the University Town Sports Dance training status, the author carried out investigation on opening and the establishment of sports dance club, associations of sports dances courses in universities. The survey found that in the teaching process, there were two phenomena: One was the overstatement of basic technique teaching and lack of focus on cultivation. Teachers mainly pattern combination in the teaching process, but practice rarely. And students learned some action, without even knowing its name; another is that there is a focus on physical training, but ignorance on humanities edification. In visits to universities, including professional sports dance classes at the school were almost not learning theory lessons.

Many students did not know he sports dance content, development history. There was a large part in the learning process learning action, even don't know the action name. The sports dance Professor University city situation is worried while there is a sports dance upsurge.

C. *Development opportunities for sports dance training market in the western Ji'nan University Town*

In October 2013, the author visited the art education committee director WangFeng in the Department of education of Shandong province.. He said, in 2014 in Shandong province the focus will be to promote students' Sports Dance competition. In 2013 December, the Education Department of Shandong province organized the first session of the sports dance teachers training course. It is not difficult to see that, in recent years in Shandong province there have been vigorous development for sports dance. It also provides the source power for the University and children's sports dance training.

In addition, the University of west of Ji'Nan, the large amount of students calls for the accommodating number of training organizations. During the training organization investigation, there is only HongGuoGuo art training center known for its not regularly set-up Latin dance training courses, while the HeiJunMa fitness club sets up Latin dance course irregularly.

From the perspective of either policy, project, quality or other aspects, Western Ji'nan University Town sports dance training market opportunities, have the potential.

D. *Challenge analysis for sports dance training market development in Western Ji'nan University Town*

Challenge one: Laws and regulations are not sound. At present, the training market laws and regulations are basically in raw stage. The market access system, quality of personnel training, training venues and facilities standards, lack of training curriculum standard condition, will cause the unhealthy competition, the training of personnel of the unstable flow, security risks and poor training effect of a series of problems, sustainable development and influence of sports dance training.

Challenge two: The professional order and management ability deficiency. Sports dance has a short period of development in china. And the rise of the training market in recent years has begun to form a certain scale. But the survey found that, most cities that have better sports dance development have two organizations called the sports dance association and ballroom dancing association. These phenomena largely restricted the development of sports dance. The international well-known dancers and other high level players are known from clubs. Fame was crucial to national teams. Players in China's national team is recruited only from the provincial counterpart while lack the ability for high-level competition.

Challenge three: Students' consumption awareness is not awakened. Although there are great potential participants and growth of interest in Western Ji'nan University Town for sports dance, personal consumption to receive high quality sports dance training is not sufficient. The author

selected 5 schools, and used questionnaires to understand hopes for schools' ability to offer courses, and participation between non-profit clubs and associations and schools in dance sports activities.

TABLE IV. WESTERN JI'NAN UNIVERSITY CITY STUDENTS DANCE SPORT CONSUMPTION ORIENTATION (FOR FEMALE)

universities	Effective questionnaire / survey	School curriculum	Free clubs	Training agency
Shandong normal university	188/200	156	132	17
Shandong university of art and design	195/201	167	128	19
Shandong women's university	466/500	239	288	21
Qilu Industrial University	192/200	133	115	14
Shandong Traditional Chinese Medicine University	196/200	158	126	25

IV. SUGGESTIONS ON SPORTS DANCE TRAINING MARKET DEVELOPMENT IN WESTERN JI'NAN UNIVERSITY TOWN

A. To enhance the publicity

Publicity includes many aspects: the sports dance fitness characteristics, sports dance, competition's publicity, consumer awareness, and publicity of sports dance agency authority. In short, through publicity, people's understanding of sports dance characteristic and the affection degree will be enhanced; and their understanding of sports dance art and appreciation level will be reinforced as well as people's acceptance of dance sports consumption and their understanding of to sports dance management and trust for training organizations. Therefore the scale of sports dance training market will be further expanded.

B. To strengthen the industry consolidation, improve industry management functions

The relevant administrative department of the province, the city should be as soon as possible to integrate related associations, center etc. Immediate improvement in sports dance training market system, including market access mechanism, authentication mechanism of teacher training, facilities standards, curriculum standards, should be combined with the specific circumstances of the University of the West of Ji'nan Town, to build up various sports dance training institutions, and to strengthen and standardize the industry management by government behavior.

C. To strengthen the internal market competitiveness, creating a chain of industry structure

By way of market competition, training quality and outcome will produce an expansion in consumer groups and the abandonment of the old-day training pattern of inconsistent operation and management. Through publicity, training and performance - Game - Test - personnel transport personnel feedback combination, will form an industrialized structure. Only in this way, publicity and training groups can be expanded; improve the performance, the game through

training, improve training quality through performances, games; talents through examination, to higher learning or training team, and personnel and return society. This form of industrial structure organic can cause the sports dance training market growth and sustainable development.

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