市场营销（双语）教学大纲

SJQU-QR-JW-033（A0）

**【市场营销（双语）】**

**【Marketing Management (Bilingual)】**

一、基本信息（必填项）

**课程代码：**【2120055】

**课程学分：**【3.0】

**面向专业：**【Business Administration (Luxury Management)】

**课程性质：**【College-level Compulsory Course】

**开课院系：Department of Business Administration, College of Jewelry**

**使用教材：**

Textbook【市场营销学：第12版全球版/加里·阿姆斯特朗，菲利普·科特勒，王永贵著，王永贵等译.-北京：中国人民大学出版社，2017.6】

Bibliography【Principles of Marketing: Global Edition 18th Edition/Philip Kotler, Gary Armstrong.-Pearson, 27th May 2020】

【Essentials of Marketing 17th Edition/Jim Blythe, Jane Martin.-Pearson Education, 11th April 2019】

【This is Marketing: You Can’t Be Seen Until You Learn To See/Seth Godin.-Portfolio Penguin, 15th Nov. 2018】

**课程网站网址：**

**先修课程：**【Management 2120052（3.0）】

【Microeconomics 2060513（3.0）】

【Macroeconomics 2120066（3.0）】

二、课程简介（必填项）

This course aims to provide the students with a good understanding of the issues involved in marketing management. More specifically, the learning goals include an in-depth understanding of the complexity and variety of issues involved in marketing, as well as assessing and solving marketing problems so the students can be well-prepared for their future careers. After the course, students should be able to work effectively for any brand, develop excellent skills in running a business, and therefore contribute significantly to the profitability of their brand.

三、选课建议（必填项）

Mandatory course for sophomores of the Luxury Management program；Optional course for sophomore, junior and senior students who have studied economics, management, etc.

四、课程与专业毕业要求的关联性（必填项）

|  |  |
| --- | --- |
| 专业毕业要求 | 关联 |
| LO11： Be able to listen to others’ opinions, to respect others’ opinions, and to analyze others’ needs. | ● |
| LO31：Be able to develop a complete marketing executive plan, complete the organization and implementation of marketing activities. Be familiar with the brand and market positioning methods, and be able to expand the market based on the market competition environment. | ● |
| LO51：Be able to use innovative and multiple methods to solve complex or real problems. | ● |

备注：LO=learning outcomes（学习成果）

五、课程目标/课程预期学习成果（必填项）（预期学习成果要可测量/能够证明）

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **序号** | **课程预期****学习成果** | **课程目标****（细化的预期学习成果）** | **教与学方式** | **评价方式** |
| 1 | LO11 | L0111: Be able to listen to others’ opinions, to respect others’ opinions, and to analyze others’ needs. | 1. Group Discussion2. Market Research | Market Report |
| 2 | LO31 | L0312: Be able to develop a complete marketing executive plan, complete the organization and implementation of marketing activities. | 1. In-class Teaching2. Case Study3. Group Discussion4. Market Research | Case Study |
| L0313: Be familiar with the brand and market positioning methods, and be able to expand the market based on the market competition environment. | 1. Brand Exhibition Visit2. In-class Teaching3. Group Discussion4. Market Research | Class Presentation |
| 3 | LO51 | L0513: Be able to use innovative and multiple methods to solve complex or real problems. | 1. Group Discussion2. Market Research | Final Exam |

六、课程内容（必填项）

|  |  |  |
| --- | --- | --- |
| THEORETICAL COURSE HOURS: 0 | PRACTICAL COURSE HOURS: 48 | TOTAL COURSE HOURS: 48 |

**Unit 1: MARKETING: CREATING AND CAPTURING CUSTOMER VALUE (THEORETICAL: 4h PRACTICAL: 0h)**

**KEY KNOWLEDGE POINTS:**

1. WHAT IS MARKETING? -- Remembering

2. UNDERSTANDING THE MARKETPLACE AND CUSTOMER NEEDS -- Understanding

3. DESIGNING A CUSTOMER-DRIVEN MARKETING STRATEGY -- Applying

4. PREPARING AN INTEGRATED MARKETING PLAN AND PROGRAM -- Applying

5. BUILDING CUSTOMER RELATIONSHIPS -- Applying

6. CAPTURING VALUE FROM CUSTOMERS -- Understanding

7. THE CHANGING MARKETING LANDSCAPE -- Understanding

8. SO, WHAT IS MARKETING?: PULLING IT ALL TOGETHER -- Understanding

**COMPETENCY REQUIREMENTS:**

1. Define marketing and outline the steps in the marketing process.

2. Explain the importance of understanding the marketplace and customers and identify the five core marketplace concepts.

3. Identify the key elements of a customer-driven marketing strategy and discuss the marketing management orientations that guide marketing strategy.

4. Discuss customer relationship management and identify strategies for creating value for customers and capturing value from customers in return.

5. Describe the major trends and forces that are changing the marketing landscape in this age of relationships.

**Unit 2: COMPANY AND MARKETING STRATEGY: PARTNERING TO BUILD CUSTOMER VALUE AND RELATIONSHIPS (THEORETICAL: 3h PRACTICAL: 0h)**

**KEY KNOWLEDGE POINTS:**

1. COMPANY-WIDE STRATEGIC PLANNING: DEFINING MARKETING’S ROLE -- Remembering

2. DESIGNING THE BUSINESS PORTFOLIO -- Understanding

3. PLANNING MARKETING: PARTNERING TO BUILD CUSTOMER RELATIONSHIPS -- Understanding

4. MARKETING STRATEGY AND THE MARKETING MIX -- Applying

5. MANAGING THE MARKETING EFFORT -- Analysing

6. MEASURING AND MANAGING RETURN ON MARKETING INVESTMENT -- Evaluating

**COMPETENCY REQUIREMENTS:**

1. Explain company-wide strategic planning and its four steps.

2. Discuss how to design business portfolios and develop growth strategies.

3. Explain marketing’s role in strategic planning and how marketing works with its partners to create and deliver customer value.

4. Describe the elements of a customer-driven marketing strategy and mix and the forces that influence it.

5. List the marketing management functions, including the elements of a marketing plan, and discuss the importance of measuring and managing return on marketing investment.

**Unit 3: ANALYZING THE MARKETING ENVIRONMENT (THEORETICAL: 4h PRACTICAL: 0h)**

**KEY KNOWLEDGE POINTS:**

1. THE MICROENVIRONMENT -- Analysing

2. THE MACROENVIRONMENT -- Analysing

3. RESPONDING TO THE MARKETING ENVIRONMENT -- Creating

**COMPETENCY REQUIREMENTS:**

1. Describe the environmental forces that affect the company’s ability to serve its customers.

2. Explain how changes in the demographic and economic environments affect marketing decisions.

3. Identify the major trends in the firm’s natural and technological environments.

4. Explain the key changes in the political and cultural environments.

5. Discuss how companies can react to the marketing environment.

**Unit 4: MANAGING MARKETING INFORMATION TO GAIN CUSTOMER INSIGHTS (THEORETICAL: 3h PRACTICAL: 0h)**

**KEY KNOWLEDGE POINTS:**

1. MARKETING INFORMATION AND CUSTOMER INSIGHTS -- Understanding

2. ASSESSING MARKETING INFORMATION NEEDS -- Applying

3. DEVELOPING MARKETING INFORMATION -- Analysing

4. MARKETING RESEARCH -- Analysing

5. ANALYZING AND USING MARKETING INFORMATION -- Evaluating

6. OTHER MARKETING INFORMATION CONSIDERATIONS -- Creating

**COMPETENCY REQUIREMENTS:**

1. Explain the importance of information in gaining insights about the marketplace and customers.

2. Define the marketing information system and discuss its parts.

3. Outline the steps in the marketing research process.

4. Explain how companies analyze and use marketing information.

5. Discuss the special issues some marketing researchers face, including public policy and ethics issues.

**Unit 5: UNDERSTANDING CONSUMER AND BUSINESS BUYER BEHAVIOR (THEORETICAL: 3h PRACTICAL: 0h)**

**KEY KNOWLEDGE POINTS:**

1. CONSUMER MARKETS AND CONSUMER BUYER BEHAVIOR -- Remembering

2. THE BUYER DECISION PROCESS -- Understanding

3. THE BUYER DECISION PROCESS FOR NEW PRODUCTS -- Applying

4. BUSINESS MARKETS AND BUSINESS BUYER BEHAVIOR -- Applying

**COMPETENCY REQUIREMENTS:**

1. Understand the consumer market and the major factors that influence consumer buyer behavior.

2. Identify and discuss the stages in the buyer decision process.

3. Describe the adoption and diffusion process for new products.

4. Define the business market and identify the major factors that influence business buyer behavior.

5. List and define the steps in the business buying decision process.

**Unit 6: CUSTOMER-DRIVEN MARKETING STRATEGY: CREATING VALUE FOR TARGET CUSTOMERS (THEORETICAL: 2h PRACTICAL: 0h)**

**KEY KNOWLEDGE POINTS:**

1. MARKET SEGMENTATION -- Understanding

2. MARKET TARGETING -- Applying

3. DIFFERENTIATION AND POSITIONING -- Analysing

**COMPETENCY REQUIREMENTS:**

1. Define the major steps in designing a customer-driven marketing strategy: market segmentation, targeting, differentiation, and positioning.

2. List and discuss the major bases for segmenting consumer and business markets.

3. Explain how companies identify attractive market segments and choose a market-targeting strategy.

4. Discuss how companies differentiate and position their products for maximum competitive advantage.

**Unit 7: PRODUCTS, SERVICES, AND BRANDS: BUILDING CUSTOMER VALUE (THEORETICAL: 3h PRACTICAL: 0h)**

**KEY KNOWLEDGE POINTS:**

1. WHAT IS A PRODUCT? -- Remembering

2. PRODUCT AND SERVICE DECISIONS -- Understanding

3. SERVICES MARKETING -- Applying

4. BRANDING STRATEGY: BUILDING STRONG BRANDS -- Creating

**COMPETENCY REQUIREMENTS:**

1. Define product and describe the major classifications of products and services.

2. Describe the decisions companies make regarding their individual products and services, product lines, and product mixes.

3. Identify the four characteristics that affect the marketing of services and the additional marketing considerations that services require.

4. Discuss branding strategy—the decisions companies make in building and managing their brands.

**Unit 8: NEW PRODUCT DEVELOPMENT AND PRODUCT LIFE-CYCLE STRATEGIES (THEORETICAL: 3h PRACTICAL: 0h)**

**KEY KNOWLEDGE POINTS:**

1. NEW-PRODUCT DEVELOPMENT STRATEGY -- Understanding

2. THE NEW-PRODUCT DEVELOPMENT PROCESS -- Understanding

3. MANAGING NEW-PRODUCT DEVELOPMENT -- Applying

4. PRODUCT LIFE-CYCLE STRATEGIES -- Understanding

5. ADDITIONAL PRODUCT AND SERVICE CONSIDERATIONS -- Creating

**COMPETENCY REQUIREMENTS:**

1. Explain how companies find and develop new product ideas.

2. List and define the steps in the new product development process and the major considerations in managing this process.

3. Describe the stages of the product life cycle and how marketing strategies change during a product’s life cycle.

4. Discuss two additional product issues: socially responsible product decisions and international product and services marketing.

**Unit 9: PRICING: UNDERSTANDING AND CAPTURING CUSTOMER VALUE (THEORETICAL: 4h PRACTICAL: 0h)**

**KEY KNOWLEDGE POINTS:**

1. WHAT IS A PRICE? -- Remembering

2. MAJOR PRICING STRATEGIES -- Understanding

3. OTHER INTERNAL AND EXTERNAL CONSIDERATIONS AFFECTING PRICE DECISIONS -- Analysing

4. NEW-PRODUCT PRICING STRATEGIES -- Applying

5. PRODUCT MIX PRICING STRATEGIES -- Applying

6. PRICE-ADJUSTMENT -- Applying

7. PRICE CHANGES -- Applying

8. PUBLIC POLICY AND PRICING -- Understanding

**COMPETENCY REQUIREMENTS:**

1. Identify the three major pricing strategies and discuss the importance of understanding customer value perceptions, company costs, and competitor strategies when setting prices.

2. Identify and define the other important external and internal factors affecting a firm’s pricing decisions.

3. Describe the major strategies for pricing new products.

4. Explain how companies find a set of prices that maximizes the profits from the total product mix.

5. Discuss how companies adjust their prices to take into account different types of customers and situations.

6. Discuss the key issues related to initiating and responding to price changes.

**Unit 10: MARKETING CHANNELS: DELIVERING CUSTOMER VALUE (THEORETICAL: 2h PRACTICAL: 0h)**

**KEY KNOWLEDGE POINTS:**

1. SUPPLY CHAINS AND THE VALUE DELIVERY NETWORK -- Remembering

2. THE NATURE AND IMPORTANCE OF MARKETING CHANNELS -- Understanding

3. CHANNEL BEHAVIOR AND ORGANIZATION -- Understanding

4. CHANNEL DESIGN DECISIONS -- Applying

5. CHANNEL MANAGEMENT DECISIONS -- Applying

6. PUBLIC POLICY AND DISTRIBUTION DECISIONS -- Analysing

7. MARKETING LOGISTICS AND SUPPLY CHAIN MANAGEMENT -- Remembering

**COMPETENCY REQUIREMENTS:**

1. Explain why companies use marketing channels and discuss the functions these channels.

2. Discuss how channel members interact and how they organize to perform the work of the channel.

3. Identify the major channel alternatives open to a company.

4. Explain how companies select, motivate, and evaluate channel members.

5. Discuss the nature and importance of marketing logistics and integrated supply chain management.

**Unit 11: RETAILING AND WHOLESALING (THEORETICAL: 3h PRACTICAL: 0h)**

**KEY KNOWLEDGE POINTS:**

1. RETAILING -- Understanding

2. WHOLESALING -- Understanding

**COMPETENCY REQUIREMENTS:**

1. Explain the role of retailers in the distribution channel and describe the major types of retailers.

2. Describe the major retailer marketing decisions.

3. Discuss the major trends and developments in retailing.

4. Explain the major types of wholesalers and their marketing decisions.

**Unit 12: ENGAGING CONSUMERS AND COMMUNIATING CUSTOMER VALUE: ADVERTISING AND PUBLIC RELATIONS (THEORETICAL: 4h PRACTICAL: 0h)**

**KEY KNOWLEDGE POINTS:**

1. THE PROMOTION MIX -- Understanding

2. INTEGRATED MARKETING COMMUNICATIONS -- Understanding

3. ADVERTISING -- Applying

4. PUBLIC RELATIONS -- Evaluating

**COMPETENCY REQUIREMENTS:**

1. Define the five promotion mix tools for communicating customer value.

2. Discuss the changing communications landscape and the need for integrated marketing communications.

3. Describe and discuss the major decisions involved in developing an advertising program.

4. Explain how companies use public relations to communicate with their publics.

**Unit 13: PERSONAL SELLING AND SALES PROMOTION (THEORETICAL: 2h PRACTICAL: 0h)**

**KEY KNOWLEDGE POINTS:**

1. PERSONAL SELLING -- Understanding

2. MANAGING THE SALES FORCE -- Applying

3. SELLING DIGITALLY: ONLINE, MOBILE, AND SOCIAL MEDIA TOOLS -- Remembering

4. THE PERSONAL SELLING PROCESS -- Applying

5. SALES PROMOTION -- Evaluating

**COMPETENCY REQUIREMENTS:**

1. Discuss the role of a company’s salespeople in creating value for customers and building customer relationships.

2. Identify and explain the six major sales force management steps.

3. Discuss the personal selling process, distinguishing between transaction-oriented marketing and relationship marketing.

4. Explain how sales promotion campaigns are developed and implemented.

**Unit 14: DIRECT, ONLINE, SOCIAL MEDIA, AND MOBILE MARKETING (THEORETICAL: 3h PRACTICAL: 0h)**

**KEY KNOWLEDGE POINTS:**

1. DIRECT AND DIGITAL MARKETING -- Remembering

2. FORMS OF DIRECT AND DIGITAL MARKETING -- Understanding

3. DIGITAL AND SOCIAL MEDIA MARKETING -- Understanding

4. TRADITIONAL DIRECT MARKETING FORMS -- Remembering

5. PUBLIC POLICY ISSUES IN DIRECT AND DIGITAL MARKETING -- Evaluating

**COMPETENCY REQUIREMENTS:**

1. Define direct and digital marketing and discuss their rapid growth and benefits to customers and companies.

2. Identify and discuss the major forms of direct and digital marketing.

3. Explain how companies have responded to the Internet and the digital age with various online marketing strategies.

4. Discuss how companies use social media and mobile marketing to engage consumers and create brand community.

5. Identify and discuss the traditional direct marketing forms and overview public policy and ethical issues presented by direct marketing.

**Unit 15: THE GLOBAL MARKETPLACE (THEORETICAL: 3h PRACTICAL: 0h)**

**KEY KNOWLEDGE POINTS:**

1. GLOBAL MARKETING TODAY -- Remembering

2. LOOKING AT THE GLOBAL MARKETING ENVIRONMENT -- Evaluating

3. DECIDING WHETHER TO GO GLOBAL -- Analysing

4. DECIDING WHICH MARKETS TO ENTER -- Evaluating

5. DECIDING HOW TO ENTER THE MARKET -- Creating

6. DECIDING ON THE GLOBAL MARKETING PROGRAM -- Creating

7. DECIDING ON THE GLOBAL MARKETING ORGANIZATION -- Creating

**COMPETENCY REQUIREMENTS:**

1. Discuss how the international trade system and the economic, political-legal, and cultural environments affect a company’s international marketing decisions.

2. Describe three key approaches to entering international markets.

3. Explain how companies adapt their marketing strategies and mixes for international markets.

4. Identify the three major forms of international marketing organization.

**Unit 16: SUSTAINABLE MARKETING: SOCIAL RESPONSIBILITY AND ETHICS (THEORETICAL: 2h PRACTICAL: 0h)**

**KEY KNOWLEDGE POINTS:**

1. SUSTAINABLE MARKETING -- Remembering

2. SOCIAL CRITICISMS OF MARKETING -- Remembering

3. CONSUMER ACTIONS TO PROMOTE SUSTAINABLE MARKETING -- Understanding

4. BUSINESS ACTIONS TOWARD SUSTAINABLE MARKETING -- Understanding

**COMPETENCY REQUIREMENTS:**

1. Define sustainable marketing and discuss its importance.

2. Identify the major social criticisms of marketing.

3. Define consumerism and environmentalism and explain how they affect marketing strategies.

4. Describe the principles of sustainable marketing.

5. Explain the role of ethics in marketing.

|  |  |  |
| --- | --- | --- |
| 总评构成（1+X） | 评价方式 | 占比 |
| 1 | Final Exam | 40% |
| X1 | Marketing Plan | 20% |
| X2 | Market Report | 20% |
| X3 | Class Presentation | 20% |

七、评价方式与成绩（必填项）

撰写人：朱慧 系主任审核签名：吴璠 审核时间：2022.2.10