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 Discussion  2. 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 Teaching  2. Case Study  3. Group Discussion  4. 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 Visit  2. In-class Teaching  3. Group Discussion  4. Market Research | Class Presentation |
| 3 | LO51 | L0513: Be able to use innovative and multiple methods to solve complex or real problems. | 1. Group Discussion  2. 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)**

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

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

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

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

1. THE MICROENVIRONMENT -- Analysing

2. THE MACROENVIRONMENT -- Analysing

3. RESPONDING TO THE MARKETING ENVIRONMENT -- Creating

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

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

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

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

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

1. MARKET SEGMENTATION -- Understanding

2. MARKET TARGETING -- Applying

3. DIFFERENTIATION AND POSITIONING -- Analysing

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

1. WHAT IS A PRODUCT? -- Remembering

2. PRODUCT AND SERVICE DECISIONS -- Understanding

3. SERVICES MARKETING -- Applying

4. BRANDING STRATEGY: BUILDING STRONG BRANDS -- Creating

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

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

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

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

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

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

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

1. RETAILING -- Understanding

2. WHOLESALING -- Understanding

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

1. THE PROMOTION MIX -- Understanding

2. INTEGRATED MARKETING COMMUNICATIONS -- Understanding

3. ADVERTISING -- Applying

4. PUBLIC RELATIONS -- Evaluating

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

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

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

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

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

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

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

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

七、课内实验名称及基本要求（选填，适用于课内实验）

列出课程实验的名称、学时数、实验类型（演示型、验证型、设计型、综合型）及每个实验的内容简述。

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| 序号 | 实验名称 | 主要内容 | 实验  时数 | 实验类型 | 备注 |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |

七、实践环节各阶段名称及基本要求（选填，适用于集中实践、实习、毕业设计等）

列出实践环节各阶段的名称、实践的天数或周数及每个阶段的内容简述。

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 序号 | 各阶段名称 | 实践主要内容 | 天数/周数 | 备注 |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |

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

八、评价方式与成绩（必填项）

“1”一般为总结性评价, “X”为过程性评价，“X”的次数一般不少于3次，无论是“1”、还是“X”，都可以是纸笔测试，也可以是表现性评价。与能力本位相适应的课程评价方式，较少采用纸笔测试，较多采用表现性评价。

常用的评价方式有：课堂展示、口头报告、论文、日志、反思、调查报告、个人项目报告、小组项目报告、实验报告、读书报告、作品（选集）、口试、课堂小测验、期终闭卷考、期终开卷考、工作现场评估、自我评估、同辈评估等等。**一般课外扩展阅读的检查评价应该成为“X”中的一部分。**

同一门课程由多个教师共同授课的，由课程组共同讨论决定X的内容、次数及比例。

撰写人：朱慧 系主任审核签名：吴璠 审核时间：2020.9.10