Syllabus of Professional Course

SJQU-QR-JW-033（A0）

**【市场营销】**

**【Marketing Management】**

1. **Basic information（Compulsory）**

**Course Code：**【2120001】

**Course Credit：**【2】

**Major oriented：**【Gem and Material Technology】

**Course classification：**【Courses classification refers to whether it is general courses compulsory course，general education optional courses，school-level education compulsory course，school-level education optional level，major-level education compulsory course，major-level education optional level or practical education compulsory course”. Please file under the requirement of education plan. If the course refers to more than one classification, please indicate to “which major indicates to which classification of this course”】

**School and Faculty：**

**Material：**

Material【International Marketing, Philip R. Cateora, 28th September 2012, McGraw-Hill Education】

Reference【(1) Marketing 4.0: Moving from Traditional to Digital, Philip Kotler, 5th December 2016, Wiley; (2) Principles of Marketing, Global Edition, Philip Kotler, 25th February 2016, Pearson; (3) Digital Marketing: Integrating Strategy and Tactics with Values, A Guidebook for Executives, Managers, and Students, 】

**Course website：**

**Pre-course：**【advanced mathematics】

1. **Course Introduction（Compulsory）**

This course makes students understand and master the basic theory, basic knowledge, basic skills and methods of marketing through teaching, fully understand the importance of strengthening the marketing management of enterprises under the background of economic globalization, understand and analyze the marketing environment, study the market purchase behavior, Develop the basic procedures and methods of marketing portfolio strategy to cultivate and improve the correct analysis and solution of marketing management problems practical ability to enable students to better adapt to the needs of marketing management practices and better serve the national innovation system Construction and socialist market economy.In the teaching practice, it is required to achieve the integration of the realities. The classroom should be combined with the real market environment as much as possible and combined with the case analysis. With the help of class discussion, market research, opportunity analysis, marketing planning and marketing consulting, Students' ability to apply marketing knowledge, their ability to make marketing decisions, and their ability to innovate in marketing enable students to both know what marketing is and how to market marketing and marketing.

1. **Advice for this course（Compulsory）**

Be available for third year student of major of gem and material.

1. The relationships between the course and graduate requirement（Compulsory ）

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| Major’s graduate requirement | Relationship |
| LO11： Understand the views of others and gem grading requirements, and be able to clearly and fluidly express their own ideas and ideas for the work. In different occasions with written, oral or data charts and precious stones, mineral samples form an effective two-way communication. |  |
| LO21： According to their own needs and job requirements, students can determine their own learning objectives in light of the development trend of new knowledge, new technologies, new equipment and new materials in the social context and actively seek, collect and analyze information through discussion, practice, and questioning , Create ways to achieve learning goals. | ● |
| LO31： Master the basic theory and basic knowledge of design and aesthetic; possess design ability and aesthetic accomplishment |  |
| LO32： Master the basic theory of jewelry processing skills and technology |  |
| LO33： Command the nature and purpose of jade jewelry materials, master the basic theoretical knowledge of jewelry identification, jade jewelry with the identification of materials | ● |
| LO34： Command the identification of conventional jewelry instruments, large-scale equipment, the basic principles and operations, the use of equipment to accurately identify jade jewelry |  |
| LO41： Abide by the discipline, trustworthy and responsible; with resistance to setbacks, anti-stress ability, and be able to successfully complete the corresponding work and study tasks. |  |
| LO51： Good relations with work and study partners, unity and mutual assistance, work together as an active member of the team or group; good at thinking from multiple dimensions, good at using their own mastery of knowledge and skills in the workplace put forward new ideas and ideas Imagine. |  |
| LO61： With information literacy and the use of science and technology information technology capabilities, and be proficient in the operation of various office software and graphics, graphics software |  |
| LO71： Willing to serve others, service companies, social services; enthusiasm, caring, grateful, dedication | ● |
| LO81： Foreign language proficiency, ability to read books and materials in foreign languages, understanding of inter-lingual cross-cultural content in professional fields, and awareness of international competition and cooperation. |  |

P.S.：LO=learning outcomes

1. **Learning object/expected learning object (Compulsory)（Expected learning objects should be measured）**

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| **Code** | **Expected learning result** | **Course object****(Detailed expected learning object)** | **Method of teaching and studying** | **Evaluation method** |
| 1 | LO212 | Actively through the collection, analysis of information, discussion, practice, questioning, creating and other methods to achieve learning objectives | Team presentation | Team presentation |
| 2 | LO331 | Master the nature and purpose of jade jewelry materials | Case study | Case study |
| 3 | LO712 | Be helpful: Be caring, grateful, and helpful. | Essay | Essay |

1. **Name of practice stages of the various stages and basic requirements (optional, suitable for centralized practice, internship, graduation design, etc.)**

List the names of the phases of practice, days or weeks of practice, and a brief description of each phase.

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|  | **Unit of knowledge** | **Cognitive ability** | **Requirement** | **Difficulties** | **Times** |
| 1 | The Scope and Challenge of International Marketing | L2 | LO1 The benefits of international marketsLO2 The changing face of U.S. businessLO3 The scope of the international marketing taskLO4 The importance of the self-reference criterion (SRC) in international marketingLO5 The increasing importance of global awarenessLO6 The progression of becoming a global marketer | Self-reference criteria | 1 |
| 2 | The Dynamic Environment of International Trade | L3 | LO1The basis for the reestablishment of world trade following World War IILO2 The importance of balance-of-payment figures to a country’s economyLO3 The effects of protectionism on world tradeLO4 The several types of trade barriersLO5 The provisions of the Omnibus Trade and Competitiveness ActLO6 The importance of GATT and the World Trade OrganizationLO7 The emergence of the International Monetary Fundand the World Bank Group | Omnibus Trade and Competitiveness Act | 2 |
| 3 | History and Geography The Foundations of Culture | L2 | LO1The importance of history and geography in understanding international marketsLO2 The effects of history on a country’s cultureLO3 How culture interprets events through its own eyesLO4 How long-past U.S. international policies still affect customer attitudes abroadLO5 The effect of geographic diversity on economic profiles of a countryLO6 Why marketers need to be responsive to the geography of a countryLO7 The economic effects of controlling population growth and aging populationsLO8 Communication infrastructures are an integral part of international commerce | The effect of geographic diversity | 2 |
| 4 | Cultural Dynamics in Assessing Global Markets | L2 | LO1The importance of culture to an international marketerLO2 The origins of cultureLO3 The elements of cultureLO4 The impact of cultural borrowingLO5 The strategy of planned change and itsconsequences | The strategy of planned change and its | 2 |
| 5 | Culture, Management Style, and Business Systems | L2 | LO1The necessity for adapting to cultural differencesLO2 How and why management styles vary around the worldLO3 The extent and implications of gender bias in other countriesLO4 The importance of cultural differences in business ethicsLO5 The differences between relationship-oriented and information-oriented cultures | he extent and implications of gender bias in other countries | 32 |
| 6 | The potical environment | L7 | LO1What the sovereignty of nations means and how it can affect the stability of government policiesLO2 How different governmental types, political parties, nationalism, targeted fear/animosity, and trade disputes can affect the environment for marketing in foreign countriesLO3 The political risks of global business and the factors that affect stabilityLO4 The importance of the political system to international marketing and its effect on foreign investmentsLO5 The impact of political and social activists, violence, and terrorism on international businessLO6 How to assess and reduce the effect of political vulnerabilityLO7 How and why governments encourage foreign investment | The political risks of global business and the factors that affect stability | 2 |
| 7 | The international legal environment | L7 | LO1The four heritages of today’s legal systemsLO2 The important factors in the jurisdiction of legal disputesLO3 The various methods of dispute resolutionLO4 The unique problems of protecting intellectual property rights internationallyLO5 How to protect against piracy and counterfeitingLO6 The many issues of evolving cyberlawLO7 The legal differences between countries and how those differences can affect international marketing plansLO8 The different ways U.S. laws can be applied to U.S. companies operating outside the United StatesLO9 The steps necessary to move goods across country borders | The four heritages of today’s legal systems | 2 |
| 8 | Developing a global vision through marketing research | L7 | LO1 The importance of problem definition in international researchLO2 The problems of availability and use of secondary dataLO3 Sources of secondary dataLO4 Quantitative and qualitative research methodsLO5 Multicultural sampling and its problems inless-developed countriesLO6 Using international marketing research |  | 2 |
| 9 | The economic development and the amercia | L7 | LO1 The importance of time zones for trade relationships and marketing operations LO2 The political and economic changes affecting global marketingLO3 The connection between the economic level of a country and the marketing taskLO4 The variety of stages of economic development among American nationsLO5 Growth factors and their role in economic developmentLO6 **Marketing’s contribution to the growth and development of a country’s economy**LO7 The foundational market metrics of American nationsLO8 The growing importance of trading associations among American nations | Marketing’s contribution to the growth and development of a country’s economy | 2 |
| 10 | Europe, Africa and the Middle East | L7 | LO1 The reasons for economic unionLO2 Patterns of international cooperationLO3 The evolution of the European UnionLO4 Evolving patterns of trade as eastern Europe andthe former Soviet states embrace free-market systemsLO5 Strategic implications for marketing in the regionLO6 The size and nature of marketing opportunities in the European/African/Middle East regions | he evolution of the European Union | 2 |
| 11 | Asia pacific region | L7 | LO1 The dynamic growth in the regionLO2 The importance and slow growth of JapanLO3 The importance of the Bottom-of-the-Pyramid MarketsLO4 The diversity across the regionLO5 The interrelationships among countries in the regionLO6 The diversity within China | Regional diference | 2 |
| 12 | Global Marketing Management | L7 | LO1 How global marketing management differs from international marketing managementLO2 The need for planning to achieve company goalsLO3 The important factors for each alternative market entry strategyLO4 The increasing importance of internationalstrategic alliances | The need for planning to achieve company goals | 2 |
| 13 | Products and Services for Consumers | L7 | LO1The importance of offering a product suitable for the intended marketLO2 The importance of quality and how quality isdefinedLO3 Physical, mandatory, and cultural requirements for product adaptationLO4 The need to view all attributes of a product to overcome resistance to acceptanceLO5 Country-of-origin effects on product image | Create customer value | 2 |
| 14 | Products and Services for Businesses | L2 | LO1The importance of derived demand in industrial marketsLO2 How demand is affected by technology levelsLO3 Characteristics of an industrial productLO4 The importance of ISO 9000 certificationLO5 The growth of business services and nuances of their marketingLO6 The importance of trade shows in promotingindustrial goodsLO7 The importance of relationship marketing forindustrial products and services | How top manager acquire information | 2 |
| 15 | International Marketing Channels | L2 | LO1The variety of distribution channels and how they affect cost and efficiency in marketingLO2 The Japanese distribution structure and what it means to Japanese customers and to competing importers of goodsLO3 How distribution patterns affect the various aspectsof international marketingLO4 The functions, advantages, and disadvantages of various kinds of middlemenLO5 The importance of selecting and maintaining middlemenLO6 The growing importance of e-commerce as a distribution alternativeLO7 The interdependence of physical distribution activities | The functions, advantages, and disadvantages of various kinds of middlemen | 2 |
| 16 | Integrated Marketing Communications and International Advertising | L7 | LO1Local market characteristics that affect the advertising and promotion of productsLO2 The strengths and weaknesses of sales promotions and public relations in global marketingLO3 When global advertising is most effective; when modified advertising is necessaryLO4 The communication process and advertising misfiresLO5 The effects of a single European market on advertisingLO6 The effect of limited media, excessive media, and government regulations on advertising and promotion budgets | The communication process and advertising misfires | 2 |

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| Rating composition（1+X） | Evaluation methods | Percentage |
| 1 | Final exam (in 16th week) | 40% |
| X1 | Group Market research | 20% |
| X2 | Literature review | 20% |
| X3 | Group Presentation | 20% |

1. **Evaluation methods and percentage（Compulsory）**

Generally speaking, “1” indicates to conclusive evaluation, while “x” indicates to evaluation in the whole study period. Times of “x” should be at least 3 times. No matter “1” or “x” could adopt the paper-pen exam or performance evaluation.

The common methods are course presentation, oral report, thesis, diary, introspection, research report, personal project report, team work project report, experiment report, reading report, work, oral test, quiz, closed examination, opened examination, on-site report, self-evaluation, colleague evaluation and so on. Generally speaking, the out-class reading report should be part of “x” exam.

Given that the course are taught by more than one lecturers, the content &C times & percnetage of X is decided by committee of this course.

Formulator： Signature of dean： Time：