课程教学进度计划表

一、基本信息

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| 课程名称 | 奢侈品市场营销管理 | | | | |
| 课程代码 | 2120170 | 课程序号 | 1129 | 课程学分/学时 | 32 |
| 授课教师 | 李冰倩 | 教师工号 | 23400 | 专/兼职 | 专职 |
| 上课班级 | 工商管理B22-3（珠宝）  工商管理本） | 班级人数 | 17 | 上课教室 | 临港校区四教205 |
| 答疑安排 | 时间 :周四上午10:00-11:00 地点:珠宝学院242 电话：18801903172 | | | | |
| 课程号/课程网站 | <https://mooc1.chaoxing.com/course/228430756.html> | | | | |
| 选用教材 | 《Luxury Marketing and Management》  Daniel A. Langer, Oliver P.Heil  ISBN: 978-7-300-23464-9  Publisher: China Renmin University Press  Edition:1st edition, October, 2016 | | | | |
| 参考教材与资料 | Luxury World: The Past, Present and Future of Luxury Brands by Mark Tungate Narcissism and luxury consumption in digital age by Seong-Yeon Park & Yeu-Jin Kang  Managing fashion and luxury companies, Erica Corbellini & Stefania Saviolo, Feb. 2009 (second edition), ISBN- 13: 978-0470830260  Eckhardt, G. M., Belk, R. W., et Wilson, J. A. J., The rise of inconspicuous consumption. Journal of Marketing Management, 31(7–8), 807–826, 2014 | | | | |

1. 课程教学进度安排

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| 周次 | 教学内容 | 教学方式 | 作业 |
| 1 | Section one  - Introduction and icebreaker  - Presentation of assessments and visits  - Some definitions and figures: brand, identity, image, latest trends | Lecture  Discussion | Exploring  Bain reports on Luxury |
| 2 | Section two  - Characteristics of luxury  - Differences between luxury and fashion, luxury and prestige | Lecture  Case Study | Group workshop on use case |
| 3 | - The anti-laws of marketing: specifics marketing and sales rules to be applied to  luxury brands and services   * How to make use of these anti-law luxury marketing | Lecture  Case Study  Discussion | Group workshop on use case  And application |
| 4 | Section three  - Luxury brand pricing strategy  - Customer experience and customer engagement | Lecture  Case Study  Discussion | Group workshop on use case |
| 5 | - Luxury in the digital age  Strategy and application | Lecture  Case Study  Discussion | Group workshop on use case |
| 6 | Social media tools and application study | Lecture  Case Study  Discussion | Group workshop on use case |
| 7 | Marketing case study | Lecture  Case Study  Discussion | Group workshop on use case |
| 8 | Section four  - Work presentation and assessment |  |  |
| 9 | Brand analysis report |  | Presentation and analysis |
| 10 | Luxury analysis key take |  | Discussion and presentation |

三、考核方式

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| 总评构成（X） | 评价方式 | 占比 |
| X1 | Class Exercise | 30% |
| X2 | Course Report | 30% |
| X3 | Class Presentation | 40% |

任课教师：李冰倩 （签名） 系主任审核： 黄昊源 （签名） 日期： 2024-09