**【市场营销（双语）】**

SJQU-QR-JW-033（A0）

**【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(Luxury Management), College of Jewelry

**使用教材：**【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，2020.3】

Bibliography:

【Foundations of Marketing/William M.Pride, O.C.Ferrell.-Cengage Learning, March 2nd,2021】

【Social Media Marketing/Tracy L.Tuten.-SAGE Publications Ltd., January 14th,2021】

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

**课程网站网址：**

https://mooc2-ans.chaoxing.com/mooc2-ans/mycourse/tch?courseid=223779871&clazzid=53389390&cpi=69958915&enc=43d34357b923efc1687b8415eef409d5&t=1679221184754

**先修课程：**

【Management 2120110(3)】【Microeconomics 2120102(3)】【Macroeconomics 2120109(3)】

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）

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| 专业毕业要求 | 关联 |
| LO11：Be able to listen to others' opinions, to respect their views, and to analyze their needs. Use written or oral forms to explain ideas and communicate effectively. | ● |
| LO21：Be able to determine learning objectives and design learning plans according to needs. Be able to collect and obtain the learning resources needed to achieve the goals, implement the learning plan, reflect on the learning plan, make continuous improvement, and achieve the learning goals. |  |
| LO31：Familiar with the methods of market analysis and brand positioning in the jewelry and luxury goods industry, formulate brand marketing strategies and tactics; formulate a complete marketing execution plan, complete the organization and implementation of marketing activities; Be familiar with brand and market positioning methods, and conduct market expansion based on the market competition environment; Familiar with major social media operations, master network marketing methods and strategies. | ● |
| LO32：Be able to use the theory of microeconomics to analyze some phenomena in the economic and commercial fields; be able to consciously observe economic phenomena in real life and society, sort out reasonable economic variables and the relationship between variables; Be able to apply economic theory, qualitatively and quantitatively analyze real economic issues and forecast economic development trends. |  |
| LO33：Familiar with jewelry and luxury store management and customer relationship management; Familiar with consumer behavior analysis and market analysis methods, master sales skills, and be able to communicate well with customers to achieve sales. |  |
| LO34：Understand the raising, investment, operation and distribution of funds; Be able to master financial planning and decision-making, financial budget and control; Have certain basic financial management capabilities such as financial analysis and assessment. |  |
| LO35：Familiar with project scope, project time, project cost, project quality, project personnel management and business planning; Familiar with project risk and project procurement. |  |
| LO36：Familiar with the planning of the survey plan and the design of the questionnaire; Be able to master the commonly used data analysis and forecasting methods; Familiar with the writing of the survey report. |  |
| LO37：Be able to master the basic theory and knowledge of design and aesthetics; Have design ability and aesthetic quality; Understand the development history of jewelry and luxury goods, basic jewelry and luxury appreciation and the characteristics of different styles of design, and have a certain ability to match jewelry. |  |
| LO41：Law-abiding: abide by school discipline and rules, and have a sense of law; honesty and trustworthiness: Be honest, keep promises, and fulfill duties; Love and dedication: Understand the laws and regulations related to the profession, and fully understand the role and status of this major in the social economy. Be able to abide by professional norms in study and social practice, and have professional ethics. |  |
| LO51：Be able to take the initiative to play their own role in group activities, cooperate closely with other members to complete tasks together; Have a spirit of questioning, and be able to analyze and criticize logically; Be able to use innovative methods or multiple methods to solve complex or real problems; Understand Industry cutting-edge knowledge and technology. | ● |
| LO61：Be able to conduct professional literature retrieval as needed; Have information literacy and the ability to use scientific and technological information technology; be proficient in operating various office software and image and graphics processing software. |  |
| LO71：Love the party and the country: Understand the excellent traditional culture and revolutionary history of the motherland, and build the ideals and beliefs of loving the party and the country; Willingness and ability to act; care for the environment: have the awareness of caring for the environment and the concept of environmental protection in harmony with nature. |  |
| LO81：Have foreign language ability, be able to read foreign language professional books and materials, and have the ability to understand cross-cultural design in the professional field, and have the awareness of international competition and cooperation. |  |

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）

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| --- | --- | --- | --- | --- |
| **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 | LO111 | Be able to listen to others’ opinions, to respect others’ opinions, and to analyze others’ needs. | Group Discussion  Situational Teaching | Group Presen  -tation |
| 2 | LO312 | Be able to develop a complete marketing executive plan, complete the organization and implementation of marketing activities. | In-class Teaching  Case Study  Group Discussion | Marketing Plan |
| 3 | L0313 | Be familiar with the brand and market positioning methods, and be able to expand the market based on the market competition environment. | Brand Visit  In-class Teaching  Class Discussion | Market Report |
| 4 | LO513 | Be able to use innovative and multiple methods to solve complex or real problems. | Case Analysis  Group Discussion | Final Exam |

六、课程内容（必填项）

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| **TOTAL COURSE HOURS: 48** | **THEORETICAL COURSE HOURS: 40** | **PRACTICAL COURSE HOURS: 8** |

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

**KEY KNOWLEDGE POINTS & COMPETENCY REQUIREMENTS:**

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

**DIFFICULT POINTS:**

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: 4h PRACTICAL: 0h)**

**KEY KNOWLEDGE POINTS & COMPETENCY REQUIREMENTS:**

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

**DIFFICULT POINTS:**

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 & COMPETENCY REQUIREMENTS:**

1. THE MICROENVIRONMENT -- Analysing

2. THE MACROENVIRONMENT -- Analysing

3. RESPONDING TO THE MARKETING ENVIRONMENT -- Creating

**DIFFICULT POINTS:**

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: 4h PRACTICAL: 4h)**

**KEY KNOWLEDGE POINTS & COMPETENCY REQUIREMENTS:**

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

**DIFFICULT POINTS:**

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: 4h PRACTICAL: 0h)**

**KEY KNOWLEDGE POINTS & COMPETENCY REQUIREMENTS:**

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

**DIFFICULT POINTS:**

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: 4h PRACTICAL: 0h)**

**KEY KNOWLEDGE POINTS & COMPETENCY REQUIREMENTS:**

1. MARKET SEGMENTATION -- Understanding

2. MARKET TARGETING -- Applying

3. DIFFERENTIATION AND POSITIONING -- Analysing

**DIFFICULT POINTS:**

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: 4h PRACTICAL: 0h)**

**KEY KNOWLEDGE POINTS & COMPETENCY REQUIREMENTS:**

1. WHAT IS A PRODUCT? -- Remembering

2. PRODUCT AND SERVICE DECISIONS -- Understanding

3. SERVICES MARKETING -- Applying

4. BRANDING STRATEGY: BUILDING STRONG BRANDS -- Creating

**DIFFICULT POINTS:**

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: 4h PRACTICAL: 0h)**

**KEY KNOWLEDGE POINTS & COMPETENCY REQUIREMENTS:**

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

**DIFFICULT POINTS:**

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 & COMPETENCY REQUIREMENTS:**

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

**DIFFICULT POINTS:**

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: 4h PRACTICAL: 4h)**

**KEY KNOWLEDGE POINTS & COMPETENCY REQUIREMENTS:**

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

**DIFFICULT POINTS:**

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.

七、课内实验名称及基本要求（选填，适用于课内实验）

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| 序号 | 实验名称 | 主要内容 | 实验  时数 | 实验类型 | 备注 |
| 1 | Group Prestation | Students will be divided into groups of 4-6, they will use ppt. to demonstrate the class what they design for a brand’s market research. | 2 | Demonstrating |  |
| 2 | Marketing Plan | Students will be divided into groups of 4-6, they will make a marketing plan for their own company and products in the situation “Business Startups”. | 2 | Designing |  |

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）

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 序号 | 各阶段名称 | 实践主要内容 | 天数/周数 | 备注 |
| 1 | Market Research | After Unit 4’s theoretical study, students will choose a brand and interview its customers or employees to make a market research. | 0.5 day | Practical Hours: 4 |

八、评价方式与成绩（必填项）

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

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| 撰写人： |  | 系主任审核签名： |  | 审核时间： | 2023年8月 |