课程教学进度计划表

一、基本信息

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| 课程名称 | 奢侈品文化（双语） | | | | |
| 课程代码 | 2120118 | 课程序号 | 1978/1993 | 课程学分/学时 | 2/32 |
| 授课教师 | 黄玉竹 | 教师工号 | 19102 | 专/兼职 | 专职 |
| 上课班级 | 工商管理B23-1/23-2 | 班级人数 | 23/22 | 上课教室 | 二教105 |
| 答疑安排 | 周一下午9-12节 珠宝学院242 | | | | |
| 课程号/课程网站 |  | | | | |
| 选用教材 | 《奢侈品战略：揭秘世界顶级奢侈品的品牌战略》，Jean-Noel Kapferer and Vincent Bastien, ISBN-13: 978-0749454777 | | | | |
| 参考教材与资料 | 《奢侈品史》作者：Peter McNeil、Giorgio Riello. ISBN: 978-7-5432-3242-6  《珠宝简史》作者；史永、贺贝. ISBN；978-7-100-16066-7 | | | | |

二、课程教学进度安排

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| 课次 | 课时 | 教学内容 | 教学方式 | 作业 |
| 1 | 4 | 第一单元：奢侈品概述（理论课时：4）  教学内容：  1.1 奢侈品起源  1.2 奢侈品简史  1.3 传统奢侈品与现代奢侈品  1.4 奢侈品概念  知识要求：  ① 了解奢侈品起源和发展  ② 理解20世纪的奢侈品大众化发展趋势  ③ 理解奢侈品概念  课程思政：  ①培养学生用历史的眼光看待问题  ②了解中国悠久的奢侈品历史  教学难点：描述什么是奢侈品  个人作业：一些法国时尚品牌及其各自的创始人（提供全名、出生日期和死亡日期以及图片）。用PPT演示说明研究结果 | PPT授课 | 课堂表现 |
| 2 | 4 | Unit 1: summary of luxury (theoretical classes: 4) teaching contents: 1.1 luxury origin luxury a brief history of traditional and modern luxury luxury 1.3 1.2 1.4 luxury concept knowledge requirements: 1) understand the origin and development of luxury goods (2) understand the luxury popular trend in the 20th century (3) understand the concept of luxury course education: (1) to cultivate students with problems (2) to understand China's long history perspective in the luxury history teaching difficult points: describe what is luxury individual assignment: Some French fashion brands and their respective founders (provide full names, dates of birth and death, and pictures). Use a powerpoint presentation to illustrate the research results | PPT授课 | 汇报 |
| 3 | 4 | 第二单元：奢侈品的发展历史（理论课时：8）  教学内容：  1.1 罗马时期的奢侈品  1.2 中世纪晚期的奢侈品  1.3 文艺复兴时期的奢侈品  1.4 19世纪的东方魅力  1.5 20世纪的奢侈品  1.6 当代奢侈品  知识要求：  ① 了解奢侈品各个时期的发展状况  ② 理解当代奢侈品是如何发展变化而来  课程思政：  ①了解19世纪流行于欧洲的东方风格  ②感受中国的奢侈品文化，培养学生的国家和民族自豪感  教学难点：了解各个阶段奢侈品的不同状态  理解当今奢侈品的前因 | PPT授课、演示、汇报 | 汇报 |
| 4 | 4 | The second unit, the development history of luxury goods (theory class: 8) teaching contents: 1.1 1.2 late medieval Roman luxury luxury 1.3 1.4 in the 19th century Renaissance luxury Oriental charm of 1.5 1.6 contemporary luxury luxury in the 20th century knowledge requirements: (1) to understand each period (2) to understand the development situation of contemporary luxury luxury goods is how to curriculum development and education: (1) understand the Oriental style popular in 19th century Europe (2) the feelings of China's luxury culture, cultivate students' national and national pride teaching difficult points: Understand the different states of the luxury goods at various stages to understand before because in today's luxury goods | PPT授课、演示、汇报 | 汇报 |
| 5 | 4 | 第三单元：当代奢侈品（理论课时：4）  教学内容：  1.1 欧洲奢侈品协会  1.2 奢侈品消费者  1.3 奢侈品营销法则  知识要求：  ① 了解欧洲奢侈品协会  ② 了解现代奢侈品营销方式  课程思政：  ①对中国的奢侈品行业发展有全面的了解，培养学生的专业认同  教学难点：了解奢侈品营销方式 | PPT授课、演示、汇报 | 汇报 |
| 6 | 4 | Unit 3: contemporary luxury (theory classes: 4) teaching contents: 1.3 1.1 1.2 luxury consumers association of European luxury luxury marketing rules knowledge requirements: (1) understand the European luxury association (2) understand the modern luxury marketing course education: (1) have a comprehensive understanding on the development of Chinese luxury goods industry, cultivate the students' professional identity teaching difficult points: understand the luxury goods marketing | PPT授课、演示、汇报 | 汇报 |
| 7 | 4 | 第四单元：奢侈品品牌（理论课时：8）  教学内容：  1.1 品牌案例分析  1.2 奢侈品品牌价值  1.3 奢侈品品牌延伸  知识要求：  ① 了解世界一线奢侈品牌的发展历史和文化  ② 了解奢侈品的品牌价值和品牌延伸价值  课程思政：  ①帮助学生建立正确的奢侈品文化认知  教学难点：理解奢侈品品牌延伸的概念 | PPT授课、演示、汇报 | 汇报 |
| 8 | 4 | Unit 4: luxury brands (theory class: 8) teaching contents: 1.1 brand case study 1.2 luxury brand value 1.3 luxury brand extension knowledge requirements: (1) understanding of the historical development of the world a ray of luxury brands and culture (2) understanding of luxury brand value and brand extension value course education: (1) to help students establish the correct luxury culture cognitive teaching difficult points: understand the concept of luxury brand extension | PPT授课、演示、汇报 | 汇报 |

三、考核方式

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| 总评构成 | 占比 | 考核方式 |
| X1 | 课程内容汇报 | 30% |
| X2 | 课程内容展示 | 30% |
| X3 | 项目展示 | 40% |

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