上海建桥学院课程教学进度计划表

**一、基本信息**

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| 课程代码 | 2120055 | 课程名称 | Marketing Management (Bilingual) |
| 课程学分 | 3.0 | 总学时 | 48 |
| 授课教师 | ZHU Hui | 教师邮箱 | 18109@gench.edu.cn |
| 上课班级 | Business Administration  (Upgraded)  B20-3 B20-4 B20-5 | 上课教室 | R307, 1st Teaching Building |
| 答疑时间 | 17：00-20：00 Tuesday | | |
| 主要教材 | 【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，2017.6】 | | |
| 参考资料 | 【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】 | | |

**二、课程教学进度**

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| 周次 | 教学内容 | 教学方式 | 作业 |
| 1 | Unit 1: MARKETING: CREATING AND CAPTURING CUSTOMER VALUE  Unit 2: COMPANY AND MARKETING STRATEGY: PARTNERING TO BUILD CUSTOMER VALUE AND RELATIONSHIPS | In-class Teaching  Group Discussion  Team Practice | X1 |
| 2 | Unit 3: ANALYZING THE MARKETING ENVIRONMENT | In-class Teaching  Group Discussion  Team Practice | Review |
| 3 | Unit 4: MANAGING MARKETING INFORMATION TO GAIN CUSTOMER INSIGHTS | In-class Teaching  Group Discussion  Team Practice | Reading |
| 4 | Unit 5: UNDERSTANDING CONSUMER AND BUSINESS BUYER BEHAVIOR | In-class Teaching  Group Discussion  Team Practice | Review |
| 5 | Unit 6: CUSTOMER-DRIVEN MARKETING STRATEGY: CREATING VALUE FOR TARGET CUSTOMERS | In-class Teaching  Group Discussion  Team Practice | X2 |
| 6 | Unit 7: PRODUCTS, SERVICES, AND BRANDS: BUILDING CUSTOMER VALUE | In-class Teaching  Group Discussion  Team Practice | Reading |
| 7 | Unit 8: NEW PRODUCT DEVELOPMENT AND PRODUCT LIFE-CYCLE STRATEGIES | In-class Teaching  Group Discussion  Team Practice | Search Info |
| 8 | Unit 9: PRICING: UNDERSTANDING AND CAPTURING CUSTOMER VALUE  Unit 10: MARKETING CHANNELS: DELIVERING CUSTOMER VALUE | In-class Teaching  Group Discussion  Team Practice | Review |
| 9 | Unit 11: RETAILING AND WHOLESALING | In-class Teaching  Group Discussion  Team Practice | Group Work |
| 10 | Unit 12: ENGAGING CONSUMERS AND COMMUNIATING CUSTOMER VALUE: ADVERTISING AND PUBLIC RELATIONS  Unit 13: PERSONAL SELLING AND SALES PROMOTION | In-class Teaching  Group Discussion  Team Practice | X3 |
| 11 | Unit 14: DIRECT, ONLINE, SOCIAL MEDIA, AND MOBILE MARKETING  Unit 15: THE GLOBAL MARKETPLACE | In-class Teaching  Group Discussion  Team Practice | Group Work |
| 12 | Unit 16: SUSTAINABLE MARKETING: SOCIAL RESPONSIBILITY AND ETHICS | In-class Teaching  Group Discussion  Team Practice | Review |

**三、评价方式以及在总评成绩中的比例**

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

备注：

教学内容不宜简单地填写第几章、第几节，应就教学内容本身做简单明了的概括；

教学方式为讲课、实验、讨论课、习题课、参观、边讲边练、汇报、考核等；

评价方式为期末考试“1”及过程考核“X”，其中“1”为教学大纲中规定的形式；“X”可由任课教师或课程组自行确定（同一门课程多位教师任课的须由课程组统一X的方式及比例）。包括纸笔测验、课堂展示、阶段论文、调查（分析）报告、综合报告、读书笔记、小实验、小制作、小程序、小设计等，在表中相应的位置填入“1”和“X”的方式及成绩占比。

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| 任课教师： |  | 系主任审核： |  | 日期：2023.1.17 |