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 B19-4 B19-5 | 上课教室 | R110, 3rd Teaching Building |
| 答疑时间 | 13：00-16：00， Monday |
| 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 VALUEUnit 2: COMPANY AND MARKETING STRATEGY: PARTNERING TO BUILD CUSTOMER VALUE AND RELATIONSHIPSUnit 3: ANALYZING THE MARKETING ENVIRONMENT | In-class Teaching&Group Discussion&Team Practice | X1 |
| 2 | Unit 3: ANALYZING THE MARKETING ENVIRONMENTUnit 4: MANAGING MARKETING INFORMATION TO GAIN CUSTOMER INSIGHTSUnit 5: UNDERSTANDING CONSUMER AND BUSINESS BUYER BEHAVIOR | In-class Teaching&Group Discussion&Team Practice |  |
| 3 | Unit 5: UNDERSTANDING CONSUMER AND BUSINESS BUYER BEHAVIORUnit 6: CUSTOMER-DRIVEN MARKETING STRATEGY: CREATING VALUE FOR TARGET CUSTOMERSUnit 7: PRODUCTS, SERVICES, AND BRANDS: BUILDING CUSTOMER VALUEUnit 8: NEW PRODUCT DEVELOPMENT | In-class Teaching&Group Discussion&Team Practice | X2 |
| 4 | Unit 8: NEW PRODUCT DEVELOPMENT AND PRODUCT LIFE-CYCLE STRATEGIESUnit 9: PRICING: UNDERSTANDING AND CAPTURING CUSTOMER VALUEUnit 10: MARKETING CHANNELS: DELIVERING CUSTOMER VALUEUnit 11: RETAILING AND WHOLESALING | In-class Teaching&Group Discussion&Team Practice |  |
| 5 | Unit 11: RETAILING AND WHOLESALINGUnit 12: ENGAGING CONSUMERS AND COMMUNIATING CUSTOMER VALUE: ADVERTISING AND PUBLIC RELATIONSUnit 13: PERSONAL SELLING AND SALES PROMOTION | In-class Teaching&Group Discussion&Team Practice | X3 |
| 6 | Unit 14: DIRECT, ONLINE, SOCIAL MEDIA, AND MOBILE MARKETINGUnit 15: THE GLOBAL MARKETPLACEUnit 16: SUSTAINABLE MARKETING: SOCIAL RESPONSIBILITY AND ETHICS | In-class Teaching&Group Discussion&Team Practice |  |

**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 | Case Study | 20% |
| X2 | Market Report | 20% |
| X3 | Class Presentation | 20% |

任课教师：朱慧 系主任审核：吴璠 日期：2021.2.10