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 | 2120120 | 课程序号 | 1123 | 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B23-1（珠宝）工商管理本） | 班级人数 | 18 | 上课教室 | 临港校区二教105 |
| 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.HeilISBN: 978-7-300-23464-9Publisher: China Renmin University PressEdition: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 |
| 1-2 | Section one- Introduction and Icebreaker- Presentation of Assessments- Marketing Models Review- Status of Luxury Market | LectureDiscussion | Exploring Bain reports on Luxury  |
| 3-4 | Unit 2- Luxury Definition- Difference between Luxury and Similar Concepts- Luxury Categories and Luxury Index- Anti-laws of Marketing  | LectureCase Study | Group workshop on use case |
| 5-8 | Unit 3- The Cultural and Social Frame- Perceptions and Geographical Differences- Consumer Segmentation- The Purchase Situation- The Consumption Situation | LectureCase StudyDiscussion | Group workshop on use caseAnd application |
| 9-14 | Unit 4- Quality and Aesthetic- Luxury Pricing and Income Elasticity- Luxury in the Digital Age- Social Media Tools and Application Study- Branding Strategies- Luxury Development and Challenges | LectureCase StudyDiscussion | Group workshop on use case |
| 15-16 | Unit 5- Work Presentation and AssessmentKEY KNOWLEDGE POINTS:- Luxury Market- Characteristics of Luxury- Luxury Brand Pricing Strategy- Luxury in the Digital Age | LectureCase StudyDiscussion | Group workshop on use case |

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： 系主任审核：  日期： 2025-09-05