课程教学进度计划表

一、基本信息

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| 课程名称 | Marketing Management (Bilingual) |
| 课程代码 | 2120055 | 课程序号 | 1146 | 课程学分/学时 | 3/48 |
| 授课教师 | ZHU Hui | 教师工号 | 18109 | 专/兼职 | Full-time |
| 上课班级 | Business Administration(Jewelry) B24-1B23-1/2Upgraded)  | 班级人数 | 35 | 上课教室 | Room 2012nd Teaching Building |
| 答疑安排 | 08.30-12.30, Friday |
| 课程号/课程网站 | 1520484 |
| 选用教材 | 【市场营销学：第14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，2022.12】 |
| 参考教材与资料 | 【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】 |

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 | 3 | Unit 1: MARKETING: CREATING AND CAPTURING CUSTOMER VALUE | Group DiscussionIn-class Teaching | Review |
| 2 | 3 | Unit 2: COMPANY AND MARKETING STRATEGY: PARTNERING TO BUILD CUSTOMER VALUE AND RELATIONSHIPS | Case Analysis In-class Teaching | Further Reading |
| 3 | 3 | Unit 3: ANALYZING THE MARKETING ENVIRONMENT | Class Debating | Preview |
| 4 | 3 | Unit 4: MANAGING MARKETING INFORMATION TO GAIN CUSTOMER INSIGHTS | Team PracticeIn-class Teaching | Visit PREP. |
| 5 | 3 | Market Research-Visit A Brand | Practical Teaching | Info.Collating |
| 6 | 3 | Unit 5: UNDERSTANDING CONSUMER AND BUSINESS BUYER BEHAVIOR | Group DiscussionIn-class Teaching | PreviewReview |
| 7 | 3 | Unit 6: CUSTOMER-DRIVEN MARKETING STRATEGY: CREATING VALUE FOR TARGET CUSTOMERS | Situational Teaching | Case Reading |
| 8 | 3 | Unit 7: PRODUCTS, SERVICES, AND BRANDS: BUILDING CUSTOMER VALUE | Case StudyIn-class Teaching | Market Report |
| 9 | 3 | Unit 8: NEW PRODUCT DEVELOPMENT AND PRODUCT LIFE-CYCLE STRATEGIES | Situational Teaching | Preview |
| 10 | 3 | Unit 9: PRICING: UNDERSTANDING AND CAPTURING CUSTOMER VALUE | Case Analysis Group Discussion | Survey |
| 11 | 3 | Unit 10: MARKETING CHANNELS: DELIVERING CUSTOMER VALUE | Team DiscussionIn-class Teaching | Search Info. |
| 12 | 3 | Marketing Plan | Team Discussion | Review |
| 13 | 3 | Group Presentation 1 | Peer Grading | Revision |
| 14 | 3 | Group Presentation 2 | Peer Grading | Revision |
| 15 | 3 | Group Presentation 3 | Peer Grading | Revision |
| 16 | 3 | Group Presentation 4 | Peer Grading | Revision |

三、考核方式

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| 总评构成 | 占比 | 考核方式 |
| 1 | 40% | Final Exam |
| X1 | 20% | Market Report |
| X2 | 20% | Group Presentation |
| X3 | 20% | Marketing Plan |



任课教师： 系主任审核： 日期：August, 2025