《市场营销（双语）》本科课程教学大纲

一、课程基本信息

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| 课程名称 | 市场营销（双语） | | | | | |
| Marketing Management (Bilingual) | | | | | |
| 课程代码 | 2120055 | 课程学分 | | 3 | | |
| 课程学时 | 48 | 理论学时 | 40 | 实践学时 | | 8 |
| 开课学院 | College of Jewelry | 适用专业与年级 | | Department of Business Administration (Luxury Management)  Sophomore | | |
| 课程类别与性质 | Professional Foundation Required Course | 考核方式 | | Exam | | |
| 选用教材 | 《Marketing: An Introduction (14th Edition)》  Gary Armstrong, Philip Kotler  ISBN:978-7-300-31234-7  Publisher: China Renmin University Press  Edition:1st edition, December, 2022 | | | 是否为  马工程教材 | | No |
| 先修课程 | Management 2120165 (3)  Microeconomics 2120163 (3)  Macroeconomics 2120164 (3) | | | | | |
| 课程简介 | This course aims to provide the students with a good understanding of the issues involved in marketing management. More specifically, the learning goals include an in-depth understanding of the complexity and variety of issues involved in marketing, as well as assessing and solving marketing problems so the students can be well-prepared for their future careers. After the course, students should be able to work effectively for any brand, develop excellent skills in running a business, and therefore contribute significantly to the profitability of their brand. | | | | | |
| 选课建议与学习要求 | Mandatory course for sophomores of the Luxury Management program；Optional course for sophomore, junior and senior students who have studied economics, management, etc. | | | | | |
| 大纲编写人 |  | | 制/修订时间 | | January 15th, 2024 | |
| 专业负责人 |  | | 审定时间 | | January 18th , 2024 | |
| 学院负责人 | a0e6149d95f587e4576ab22bc7750ec | | 批准时间 | | January 20th, 2024 | |

二、课程目标与毕业要求

（一）课程目标

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| --- | --- | --- |
| 类型 | 序号 | 内容 |
| 知识目标 | 1 | Grasp the basic concepts of market and marketing, understand marketing concepts, marketing mix, marketing management, and other basic principles. |
| 2 | Be familiar with the basic elements and methods of marketing environment analysis, master the basic patterns, types, and analysis methods of purchasing behavior, as well as the basic processes and methods of market research and analysis. |
| 技能目标 | 3 | Be capable of market segmentation and target market selection for a certain market, and be able to conduct product and brand positioning analysis based on the characteristics of the enterprise, combined with competitive situations, to clarify the business development direction of the enterprise. |
| 4 | Be capable of planning, organizing, executing, and controlling basic marketing activities within a certain scope. |
| 素养目标  (含课程思政目标) | 5 | Possess correct marketing ideas and strong service awareness. |
| 6 | Having agile thinking skills and the ability to analyze market opportunities, as well as a sense of innovation and entrepreneurship. |

（二）课程支撑的毕业要求

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| **LO1 Morality and cultivation:** support the leadership of the CPC, strengthen ideals and beliefs, consciously cultivate and actively promote the core socialist values, strengthen political identity, foster family and country feelings, abide by laws and regulations, inherit Lei Feng's spirit, practice the four terms school motto of "gratitude, return, love, responsibility", actively serve others, serve the society, be honest and responsible, love and work.  ④ Integrity and responsibility, honesty in character, keeping promises, diligence and hard work, striving for excellence, and the courage to take responsibility. |
| **LO2 Professional competence:** possess humanities literacy, possess theoretical knowledge and practical skills in luxury management or related fields.  ② Market analysis, forecasting, and development capabilities. Familiar with consumer behavior analysis and market analysis methods in the luxury industry, and master research methods; Familiar with writing investigation reports; Be able to develop a complete marketing execution plan, organize and implement marketing activities. |
| **LO3 Expression and communication:** understand the opinions of others, respect their values, and be able to effectively communicate in written or oral form on different occasions.  ② Use written or oral form to express one's own views and communicate effectively. |
| **LO4 Autonomous learning:** be able to determine one's own learning goals according to environmental needs, and actively achieve learning goals through methods such as collecting information, analyzing information, discussing, practicing, questioning, and creating.  ② Be able to collect and obtain the learning resources necessary to achieve goals, implement learning plans, reflect on learning plans, continuously improve, and achieve learning objectives. |
| **LO5 Healthy Development:** understanding aesthetics, loving labor, being passionate about people, maintaining physical and mental health, enduring setbacks, and possessing the ability for sustainable development.  ⑤ Sustainable development, awareness of caring for the environment, and environmental protection concepts and actions of harmonious coexistence with nature; having the awareness and ability for lifelong learning. |
| **LO6 Collaborative Innovation:** maintain good cooperative relationships with the group, be an active member in the group, and be good at self-management and team management; be skilled at thinking about problems from multiple dimensions and utilizing one's own knowledge and practice to propose new ideas.  ① Proactively taking one's own role in collective activities, working closely with other members, being adept at self-management and team management, and working together to complete tasks. |
| **LO7 Information Application:** possess a certain level of information literacy and be able to apply information technology and tools to solve problems in work.  ② Be able to use appropriate tools to collect information, then analyze, identify, judge, and integrate the information. |

（三）毕业要求与课程目标的关系

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| --- | --- | --- | --- | --- |
| 毕业要求 | 指标点 | 支撑度 | 课程目标 | 对指标点的贡献度 |
| LO1 | ④ | H | 5. Possess correct marketing ideas and strong service awareness. | 100% |
| LO2 | ② | H | 2. Be familiar with the basic elements and methods of marketing environment analysis, master the basic patterns, types, and analysis methods of purchasing behavior, as well as the basic processes and methods of market research and analysis. | 40% |
| 3. Be capable of market segmentation and target market selection for a certain market, and be able to conduct product and brand positioning analysis based on the characteristics of the enterprise, combined with competitive situations, to clarify the business development direction of the enterprise. | 20% |
| 4. Be capable of planning, organizing, executing, and controlling basic marketing activities within a certain scope. | 20% |
| 6. Having agile thinking skills and the ability to analyze market opportunities, as well as a sense of innovation and entrepreneurship. | 20% |
| LO3 | ② | M | 4. Be capable of planning, organizing, executing, and controlling basic marketing activities within a certain scope. | 40% |
| 5. Possess correct marketing ideas and strong service awareness. | 60% |
| LO4 | ② | H | 1. Grasp the basic concepts of market and marketing, understand marketing concepts, marketing mix, marketing management, and other basic principles. | 25% |
| 2. Be familiar with the basic elements and methods of marketing environment analysis, master the basic patterns, types, and analysis methods of purchasing behavior, as well as the basic processes and methods of market research and analysis. | 25% |
| 3. Be capable of market segmentation and target market selection for a certain market, and be able to conduct product and brand positioning analysis based on the characteristics of the enterprise, combined with competitive situations, to clarify the business development direction of the enterprise. | 25% |
| 4. Be capable of planning, organizing, executing, and controlling basic marketing activities within a certain scope. | 25% |
| LO5 | ⑤ | H | 5. Possess correct marketing ideas and strong service awareness. | 50% |
| 6. Having agile thinking skills and the ability to analyze market opportunities, as well as a sense of innovation and entrepreneurship. | 50% |
| LO6 | ① | M | 5. Possess correct marketing ideas and strong service awareness. | 50% |
| 6. Having agile thinking skills and the ability to analyze market opportunities, as well as a sense of innovation and entrepreneurship. | 50% |
| LO7 | ② | M | 2. Be familiar with the basic elements and methods of marketing environment analysis, master the basic patterns, types, and analysis methods of purchasing behavior, as well as the basic processes and methods of market research and analysis. | 30% |
| 3. Be capable of market segmentation and target market selection for a certain market, and be able to conduct product and brand positioning analysis based on the characteristics of the enterprise, combined with competitive situations, to clarify the business development direction of the enterprise. | 30% |
| 4. Be capable of planning, organizing, executing, and controlling basic marketing activities within a certain scope. | 40% |

三、课程内容与教学设计

（一）各教学单元预期学习成果与教学内容

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| **Unit 1: MARKETING: CREATING AND CAPTURING CUSTOMER VALUE (THEORETICAL: 4h PRACTICAL: 0h)**  **KEY KNOWLEDGE POINTS & COMPETENCY REQUIREMENTS:**  1. WHAT IS MARKETING? -- Remembering  2. UNDERSTANDING THE MARKETPLACE AND CUSTOMER NEEDS -- Understanding  3. DESIGNING A CUSTOMER-DRIVEN MARKETING STRATEGY -- Applying  4. PREPARING AN INTEGRATED MARKETING PLAN AND PROGRAM -- Applying  5. BUILDING CUSTOMER RELATIONSHIPS -- Applying  6. CAPTURING VALUE FROM CUSTOMERS -- Understanding  7. THE CHANGING MARKETING LANDSCAPE -- Understanding  8. SO, WHAT IS MARKETING?: PULLING IT ALL TOGETHER -- Understanding  **DIFFICULT POINTS:**  1. Define marketing and outline the steps in the marketing process.  2. Explain the importance of understanding the marketplace and customers and identify the five core marketplace concepts.  3. Identify the key elements of a customer-driven marketing strategy and discuss the marketing management orientations that guide marketing strategy.  4. Discuss customer relationship management and identify strategies for creating value for customers and capturing value from customers in return.  5. Describe the major trends and forces that are changing the marketing landscape in this age of relationships.  **EXPECTED LEARNING OUTCOMES:**  Absorb the teaching content of this unit and be able to integrate and reflect on it.  **Unit 2: COMPANY AND MARKETING STRATEGY: PARTNERING TO BUILD CUSTOMER VALUE AND RELATIONSHIPS (THEORETICAL: 4h PRACTICAL: 0h)**  **KEY KNOWLEDGE POINTS & COMPETENCY REQUIREMENTS:**  1. COMPANY-WIDE STRATEGIC PLANNING: DEFINING MARKETING’S ROLE -- Remembering  2. DESIGNING THE BUSINESS PORTFOLIO -- Understanding  3. PLANNING MARKETING: PARTNERING TO BUILD CUSTOMER RELATIONSHIPS -- Understanding  4. MARKETING STRATEGY AND THE MARKETING MIX -- Applying  5. MANAGING THE MARKETING EFFORT -- Analysing  6. MEASURING AND MANAGING RETURN ON MARKETING INVESTMENT -- Evaluating  **DIFFICULT POINTS:**  1. Explain company-wide strategic planning and its four steps.  2. Discuss how to design business portfolios and develop growth strategies.  3. Explain marketing’s role in strategic planning and how marketing works with its partners to create and deliver customer value.  4. Describe the elements of a customer-driven marketing strategy and mix and the forces that influence it.  5. List the marketing management functions, including the elements of a marketing plan, and discuss the importance of measuring and managing return on marketing investment.  **EXPECTED LEARNING OUTCOMES:**  Be able to independently learn and acquire more marketing related knowledge on the basis of classroom learning.  **Unit 3: ANALYZING THE MARKETING ENVIRONMENT (THEORETICAL: 4h PRACTICAL: 0h)**  **KEY KNOWLEDGE POINTS & COMPETENCY REQUIREMENTS:**  1. THE MICROENVIRONMENT -- Analysing  2. THE MACROENVIRONMENT -- Analysing  3. RESPONDING TO THE MARKETING ENVIRONMENT -- Creating  **DIFFICULT POINTS:**  1. Describe the environmental forces that affect the company’s ability to serve its customers.  2. Explain how changes in the demographic and economic environments affect marketing decisions.  3. Identify the major trends in the firm’s natural and technological environments.  4. Explain the key changes in the political and cultural environments.  5. Discuss how companies can react to the marketing environment.  **EXPECTED LEARNING OUTCOMES:**  Be capable of independent thinking and able to conduct preliminary market environment analysis.  **Unit 4: MANAGING MARKETING INFORMATION TO GAIN CUSTOMER INSIGHTS (THEORETICAL: 4h PRACTICAL: 4h)**  **KEY KNOWLEDGE POINTS & COMPETENCY REQUIREMENTS:**  1. MARKETING INFORMATION AND CUSTOMER INSIGHTS -- Understanding  2. ASSESSING MARKETING INFORMATION NEEDS -- Applying  3. DEVELOPING MARKETING INFORMATION -- Analysing  4. MARKETING RESEARCH -- Analysing  5. ANALYZING AND USING MARKETING INFORMATION -- Evaluating  6. OTHER MARKETING INFORMATION CONSIDERATIONS -- Creating  **DIFFICULT POINTS:**  1. Explain the importance of information in gaining insights about the marketplace and customers.  2. Define the marketing information system and discuss its parts.  3. Outline the steps in the marketing research process.  4. Explain how companies analyze and use marketing information.  5. Discuss the special issues some marketing researchers face, including public policy and ethics issues.  **EXPECTED LEARNING OUTCOMES:**  Be able to collaborate with team members to complete market analysis together.  **Unit 5: UNDERSTANDING CONSUMER AND BUSINESS BUYER BEHAVIOR (THEORETICAL: 4h PRACTICAL: 0h)**  **KEY KNOWLEDGE POINTS & COMPETENCY REQUIREMENTS:**  1. CONSUMER MARKETS AND CONSUMER BUYER BEHAVIOR -- Remembering  2. THE BUYER DECISION PROCESS -- Understanding  3. THE BUYER DECISION PROCESS FOR NEW PRODUCTS -- Applying  4. BUSINESS MARKETS AND BUSINESS BUYER BEHAVIOR -- Applying  **DIFFICULT POINTS:**  1. Understand the consumer market and the major factors that influence consumer buyer behavior.  2. Identify and discuss the stages in the buyer decision process.  3. Describe the adoption and diffusion process for new products.  4. Define the business market and identify the major factors that influence business buyer behavior.  5. List and define the steps in the business buying decision process.  **EXPECTED LEARNING OUTCOMES:**  Absorb the teaching content of this unit and be able to integrate and reflect on it.  **Unit 6: CUSTOMER-DRIVEN MARKETING STRATEGY: CREATING VALUE FOR TARGET CUSTOMERS (THEORETICAL: 4h PRACTICAL: 0h)**  **KEY KNOWLEDGE POINTS & COMPETENCY REQUIREMENTS:**  1. MARKET SEGMENTATION -- Understanding  2. MARKET TARGETING -- Applying  3. DIFFERENTIATION AND POSITIONING -- Analysing  **DIFFICULT POINTS:**  1. Define the major steps in designing a customer-driven marketing strategy: market segmentation, targeting, differentiation, and positioning.  2. List and discuss the major bases for segmenting consumer and business markets.  3. Explain how companies identify attractive market segments and choose a market-targeting strategy.  4. Discuss how companies differentiate and position their products for maximum competitive advantage.  **EXPECTED LEARNING OUTCOMES:**  Be capable of market segmentation and target market selection for a certain market, and be able to conduct product and brand positioning analysis based on the characteristics of the enterprise, combined with competitive situations, to clarify the business development direction of the enterprise.  **Unit 7: PRODUCTS, SERVICES, AND BRANDS: BUILDING CUSTOMER VALUE (THEORETICAL: 4h PRACTICAL: 0h)**  **KEY KNOWLEDGE POINTS & COMPETENCY REQUIREMENTS:**  1. WHAT IS A PRODUCT? -- Remembering  2. PRODUCT AND SERVICE DECISIONS -- Understanding  3. SERVICES MARKETING -- Applying  4. BRANDING STRATEGY: BUILDING STRONG BRANDS -- Creating  **DIFFICULT POINTS:**  1. Define product and describe the major classifications of products and services.  2. Describe the decisions companies make regarding their individual products and services, product lines, and product mixes.  3. Identify the four characteristics that affect the marketing of services and the additional marketing considerations that services require.  4. Discuss branding strategy—the decisions companies make in building and managing their brands.  **EXPECTED LEARNING OUTCOMES:**  Being able to independently learn and acquire more marketing related knowledge on the basis of classroom learning.  **Unit 8: NEW PRODUCT DEVELOPMENT AND PRODUCT LIFE-CYCLE STRATEGIES (THEORETICAL: 4h PRACTICAL: 0h)**  **KEY KNOWLEDGE POINTS & COMPETENCY REQUIREMENTS:**  1. NEW-PRODUCT DEVELOPMENT STRATEGY -- Understanding  2. THE NEW-PRODUCT DEVELOPMENT PROCESS -- Understanding  3. MANAGING NEW-PRODUCT DEVELOPMENT -- Applying  4. PRODUCT LIFE-CYCLE STRATEGIES -- Understanding  5. ADDITIONAL PRODUCT AND SERVICE CONSIDERATIONS -- Creating  **DIFFICULT POINTS:**  1. Explain how companies find and develop new product ideas.  2. List and define the steps in the new product development process and the major considerations in managing this process.  3. Describe the stages of the product life cycle and how marketing strategies change during a product’s life cycle.  4. Discuss two additional product issues: socially responsible product decisions and international product and services marketing.  **EXPECTED LEARNING OUTCOMES:**  Grasp the basic concepts of market and marketing, understand marketing concepts, marketing mix, marketing management, and other basic principles.  **Unit 9: PRICING: UNDERSTANDING AND CAPTURING CUSTOMER VALUE (THEORETICAL: 4h PRACTICAL: 0h)**  **KEY KNOWLEDGE POINTS & COMPETENCY REQUIREMENTS:**  1. WHAT IS A PRICE? -- Remembering  2. MAJOR PRICING STRATEGIES -- Understanding  3. OTHER INTERNAL AND EXTERNAL CONSIDERATIONS AFFECTING PRICE DECISIONS -- Analysing  4. NEW-PRODUCT PRICING STRATEGIES -- Applying  5. PRODUCT MIX PRICING STRATEGIES -- Applying  6. PRICE-ADJUSTMENT -- Applying  7. PRICE CHANGES -- Applying  8. PUBLIC POLICY AND PRICING -- Understanding  **DIFFICULT POINTS:**  1. Identify the three major pricing strategies and discuss the importance of understanding customer value perceptions, company costs, and competitor strategies when setting prices.  2. Identify and define the other important external and internal factors affecting a firm’s pricing decisions.  3. Describe the major strategies for pricing new products.  4. Explain how companies find a set of prices that maximizes the profits from the total product mix.  5. Discuss how companies adjust their prices to take into account different types of customers and situations.  6. Discuss the key issues related to initiating and responding to price changes.  **EXPECTED LEARNING OUTCOMES:**  Absorb the teaching content of this unit and be able to integrate and reflect on it.  **Unit 10: MARKETING CHANNELS: DELIVERING CUSTOMER VALUE (THEORETICAL: 4h PRACTICAL: 4h)**  **KEY KNOWLEDGE POINTS & COMPETENCY REQUIREMENTS:**  1. SUPPLY CHAINS AND THE VALUE DELIVERY NETWORK -- Remembering  2. THE NATURE AND IMPORTANCE OF MARKETING CHANNELS -- Understanding  3. CHANNEL BEHAVIOR AND ORGANIZATION -- Understanding  4. CHANNEL DESIGN DECISIONS -- Applying  5. CHANNEL MANAGEMENT DECISIONS -- Applying  6. PUBLIC POLICY AND DISTRIBUTION DECISIONS -- Analysing  7. MARKETING LOGISTICS AND SUPPLY CHAIN MANAGEMENT -- Remembering  **DIFFICULT POINTS:**  1. Explain why companies use marketing channels and discuss the functions these channels.  2. Discuss how channel members interact and how they organize to perform the work of the channel.  3. Identify the major channel alternatives open to a company.  4. Explain how companies select, motivate, and evaluate channel members.  5. Discuss the nature and importance of marketing logistics and integrated supply chain management.  **EXPECTED LEARNING OUTCOMES:**  Be capable of planning, organizing, executing, and controlling basic marketing activities within a certain scope. |

（二）教学单元对课程目标的支撑关系

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| --- | --- | --- | --- | --- | --- | --- |
| 课程目标  教学单元 | 1 | 2 | 3 | 4 | 5 | 6 |
| Unit 1: MARKETING: CREATING AND CAPTURING CUSTOMER VALUE | √ |  |  |  | √ | √ |
| Unit 2: COMPANY AND MARKETING STRATEGY: PARTNERING TO BUILD CUSTOMER VALUE AND RELATIONSHIPS | √ |  |  |  | √ | √ |
| Unit 3: ANALYZING THE MARKETING ENVIRONMENT |  | √ |  |  |  | √ |
| Unit 4: MANAGING MARKETING INFORMATION TO GAIN CUSTOMER INSIGHTS |  | √ | √ | √ |  |  |
| Unit 5: UNDERSTANDING CONSUMER AND BUSINESS BUYER BEHAVIOR |  |  | √ | √ | √ |  |
| Unit 6: CUSTOMER-DRIVEN MARKETING STRATEGY: CREATING VALUE FOR TARGET CUSTOMERS | √ |  | √ |  |  | √ |
| Unit 7: PRODUCTS, SERVICES, AND BRANDS: BUILDING CUSTOMER VALUE | √ |  |  |  | √ | √ |
| Unit 8: NEW PRODUCT DEVELOPMENT AND PRODUCT LIFE-CYCLE STRATEGIES |  |  | √ | √ |  | √ |
| Unit 9: PRICING: UNDERSTANDING AND CAPTURING CUSTOMER VALUE |  |  | √ | √ |  |  |
| Unit 10: MARKETING CHANNELS: DELIVERING CUSTOMER VALUE |  |  | √ | √ |  |  |

（三）课程教学方法与学时分配

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| 教学单元 | 教与学方式 | 考核方式 | 学时分配 | | |
| 理论 | 实践 | 小计 |
| Unit 1: MARKETING: CREATING AND CAPTURING CUSTOMER VALUE | Group Discussion  In-class Teaching | Final Exam | 4 | 0 | 4 |
| Unit 2: COMPANY AND MARKETING STRATEGY: PARTNERING TO BUILD CUSTOMER VALUE AND RELATIONSHIPS | Case Analysis  In-class Teaching | Marketing Plan | 4 | 0 | 4 |
| Unit 3: ANALYZING THE MARKETING ENVIRONMENT | Class Debating | Final Exam | 4 | 0 | 4 |
| Unit 4: MANAGING MARKETING INFORMATION TO GAIN CUSTOMER INSIGHTS | Team Practice  In-class Teaching | Group Presentation | 4 | 4 | 8 |
| Unit 5: UNDERSTANDING CONSUMER AND BUSINESS BUYER BEHAVIOR | Group Discussion  In-class Teaching | Final Exam | 4 | 0 | 4 |
| Unit 6: CUSTOMER-DRIVEN MARKETING STRATEGY: CREATING VALUE FOR TARGET CUSTOMERS | Situational Teaching | Final Exam | 4 | 0 | 4 |
| Unit 7: PRODUCTS, SERVICES, AND BRANDS: BUILDING CUSTOMER VALUE | Case Study  In-class Teaching | Final Exam | 4 | 0 | 4 |
| Unit 8: NEW PRODUCT DEVELOPMENT AND PRODUCT LIFE-CYCLE STRATEGIES | Situational Teaching | Final Exam | 4 | 0 | 4 |
| Unit 9: PRICING: UNDERSTANDING AND CAPTURING CUSTOMER VALUE | Case Analysis  Group Discussion | Final Exam | 4 | 0 | 4 |
| Unit 10: MARKETING CHANNELS: DELIVERING CUSTOMER VALUE | Team Discussion  In-class Teaching | Market Report | 4 | 4 | 8 |
| 合计 | | | 40 | 8 | 48 |

（四）课内实验项目与基本要求

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| 序号 | 实验项目名称 | 目标要求与主要内容 | 实验  时数 | 实验  类型 |
| 1 | Group Prestation | Students will be divided into groups of 4-6, they will use ppt. to demonstrate the class what they design for a brand’s market research. | 2 | ① |
| 2 | Marketing Plan | Students will be divided into groups of 4-6, they will make a marketing plan for their own company and products in the situation “Business Startups”. | 2 | ③ |
| 3 | Market Research | After Unit 4’s theoretical study, students will choose a brand and interview its customers or employees to make a market research. | 4 | ④ |
| 实验类型：①演示型 ②验证型 ③设计型 ④综合型 | | | | |

四、课程思政教学设计

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| |  |  | | --- | --- | | **Teaching Units** | **Ideological and Political Education in the Curriculum** | | Unit 1: MARKETING: CREATING AND CAPTURING CUSTOMER VALUE | 1. What is customer-engagement marketing? How is it related to the rapidly developing digital and social media technologies?  2. What is consumer-generated marketing?  3. Discuss the trends that affect marketing, and what insights do they have for marketers to convey value to customers? | | Unit 2: COMPANY AND MARKETING STRATEGY: PARTNERING TO BUILD CUSTOMER VALUE AND RELATIONSHIPS | 1. Introduce the four steps that lead managers and the company in the strategic planning process, and discuss the role of marketing in this process.  2. Provide examples of the organizational structure of the marketing department and the adjustments made for specific cultures or media.  3. Four marketing management functions. | | Unit 3: ANALYZING THE MARKETING ENVIRONMENT | 1. Discuss how the micro environment affects marketing.  2. How is the importance of demographics reflected in marketing personnel?  3. Why do marketers need to be aware of the changing trends in the natural environment? Provide an example of how companies respond to environmental changes.  4. Compare core beliefs or values with secondary beliefs or values, and provide examples of their impact on marketers.  5. How do marketers respond to changing marketing environments? | | Unit 4: MANAGING MARKETING INFORMATION TO GAIN CUSTOMER INSIGHTS | 1. List and discuss ethnographic research in China, as well as how enterprises can apply it to marketing.  2. What are the similarities and differences between conducting research domestically and internationally? | | Unit 5: UNDERSTANDING CONSUMER AND BUSINESS BUYER BEHAVIOR | 1. How do cultural factors affect buyer behavior in China? Which cultural factor has the most influence?  2. Is system sales widespread in China? And explain how system sales work. | | Unit 6: CUSTOMER-DRIVEN MARKETING STRATEGY: CREATING VALUE FOR TARGET CUSTOMERS | 1. How can marketers utilize localized marketing and personalized marketing? Do these two words have the same meaning?  2. How can a company gain a competitive advantage through differentiation? | | Unit 7: PRODUCTS, SERVICES, AND BRANDS: BUILDING CUSTOMER VALUE | 1. Important decisions in the development and marketing of personal products and services.  2. What is a brand? How can brands help customers and distributors?  3. Discuss the four characteristics of services. What are the differences in service characteristics between local stores and international retailers? | | Unit 8: NEW PRODUCT DEVELOPMENT AND PRODUCT LIFE-CYCLE STRATEGIES | 1. Cases of Chinese enterprises using crowdsourcing and using it to define crowdsourcing.  2. Identify the obvious styles, fashions, and trends in our country, and how do they differ from global preferences?  3. For example, in the Chinese market, an example of a product that has achieved success despite being in the mature stage of its lifecycle. How do companies manage these products? | | Unit 9: PRICING: UNDERSTANDING AND CAPTURING CUSTOMER VALUE | 1. Describe cost plus pricing and discuss why marketers use this method, as well as what needs to be noted?  2. What is price elasticity? Explain the importance of price elasticity for marketers when setting prices.  3. How do marketers use psychological pricing to convey product related information? | | Unit 10: MARKETING CHANNELS: DELIVERING CUSTOMER VALUE | 1. Is it common for manufacturers and distributors to develop exclusive distribution relationships in China? Is there any problem with this relationship? Is it legal?  2. Does China use third-party logistics? Explain why it is used or not used? | |

五、课程考核

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| 总评构成 | 占比 | 考核方式 | 课程目标 | | | | | | 合计 |
| 1 | 2 | 3 | 4 | 5 | 6 |
| 1 | 40% | Final Exam | 40 | 30 | 30 |  |  |  | 100 |
| X1 | 20% | Market Report |  | 20 | 20 | 20 | 20 | 20 | 100 |
| X2 | 20% | Group Presentation |  | 20 | 20 | 20 | 20 | 20 | 100 |
| X3 | 20% | Marketing Plan | 30 | 20 | 20 | 30 |  |  | 100 |

评价标准细则（选填）

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| --- | --- | --- | --- | --- | --- | --- |
| 考核项目 | 课  程  目  标 | 考核要求 | 评价标准 | | | |
| 优  100-90 | 良  89-75 | 中  74-60 | 不及格  59-0 |
| 1 |  |  |  |  |  |  |
| X1 |  |  |  |  |  |  |
| X2 |  |  |  |  |  |  |
| X3 |  |  |  |  |  |  |

六、其他需要说明的问题

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| None. |