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 | 2060681 | 课程名称 | 奢侈品市场营销管理（英） |
| 课程学分 | 2 | 总学时 | 32 |
| 授课教师 | 陆惠雯 | 教师邮箱 | 18084@gench.edu.cn |
| 上课班级 | 工商管理B20-3、4、5 | 上课教室 | 二教307 |
| 答疑时间 | 周四下午5-6节，珠宝学院233 |
| 主要教材 | 《Luxury Marketing & Management: Tools & Strategies to Manage Luxury Products in a Profitable & Sustainable Fashion》,Dr. Daniel A. Lamger, Sept. 2012 (second edition), ISBN-13: 978-1492976455《奢侈品营销与管理》丹尼尔兰格，奥利弗海尔潘盛聪著；中国人民大学出版社，2016.10，ISBN 978-7-300-23464-9 |
| 参考资料 | 【《The Luxury Strategy: Breaking The Rules of Marketing to Build Luxury Brands (dissecting the luxury concept and defining the counter-intuitive rules for luxury marketing)》, Jean-Noel Kapferer and Vincent Bastien, Sept. 2012 (second edition), ISBN-13: 978-0749454777】【《Managing fashion and luxury companies,》 Erica Corbellini & Stefania Saviolo, Feb. 2009 (second edition), ISBN- 13: 978-0470830260】 |

**二、课程教学进度**

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| 周次 | 教学内容 | 教学方式 | 作业 |
| 1 | Section one第一单元- Introduction and icebreaker 教师和学生破冰- Presentation of assessments课程评价讲解- Brief review of marketing models市场营销模型复习- Status of luxury market奢侈品市场现状 | Lecture讲课Discussion讨论 | Exploring Bain reports on Luxury贝恩奢侈品报告探索  |
| 2 | Section two第二单元-Luxury definition 奢侈品定义- Difference Between Luxury and Similar Concepts奢侈品和相似概念的区别-Luxury categories and luxury index 奢侈品品类和奢侈品指数-Anti-laws of Marketing 反市场营销法则 | Lecture讲课Case Study案例讨论 | Group workshop on use case小组案例分析 |
| 3 | Section three第三单元-The cultural and social frame文化与社会结构-perceptions and geographical differences感知与地理差异-Consumer Segmentation 消费者细分 | Lecture讲课Case Study案例讨论 | Group workshop on use case小组案例分析 |
| 4 | -The purchase situation购买情境-The consumption situation 消费情境 | Lecture讲课Case Study案例讨论 | Group workshop on use case小组案例分析 |
| 5 | Section four第四单元-quality and aesthetic 品质和美感-Luxury pricing and income elasticity奢侈品定价和收入弹性 | Lecture讲课Case Study案例讨论 | Group workshop on use case小组案例分析 |
| 6 | - Luxury in the digital age 电子信息世代下的奢侈品-Social media tools and application study 社交媒体应用 | Lecture讲课Case Study案例讨论 | Group workshop on use case小组案例分析 |
| 7 | Branding Strategies 奢侈品品牌战略Luxury Development and Challenges 奢侈品发展与挑战 | Lecture讲课Case Study案例讨论 | Group workshop on use case小组案例分析 |
| 8 | Section five第五单元- Work presentation and assessment 小组展示和评价 | Presentaion 小组演讲 |  |

**三、评价方式以及在总评成绩中的比例**

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| 总评构成（X） | 评价方式 | 占比 |
| 课堂练习 | 30% | 课堂练习 |
| 课程报告 | 30% | 课程报告 |
| 课堂展示PPT | 40% | 课堂展示PPT |

任课教师：吴璠 系主任审核：吴璠 日期：2022-09-01