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 | 吴璠 | 教师邮箱 | 19004@gench.edu.cn |
| 上课班级 | 工商管理B19-4  工商管理B9-5 | 上课教室 | 四教303 |
| 答疑时间 | 周二下午9-12节 | | |
| 主要教材 | 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 | | |
| 参考资料 | 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 | | |

**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  - Introduction and icebreaker  - Presentation of assessments and visits  - Some definitions and figures: brand, identity, image, latest trends | Lecture  Discussion | Exploring  Bain reports on Luxury |
| 2 | Section two  - Characteristics of luxury  - Differences between luxury and fashion, luxury and prestige | Lecture  Case Study | Group workshop on use case |
| 3 | - The anti-laws of marketing: specifics marketing and sales rules to be applied to  luxury brands and services   * How to make use of these anti-law luxury marketing | Lecture  Case Study  Discussion | Group workshop on use case  And application |
| 4 | Section three  - Luxury brand pricing strategy  - Customer experience and customer engagement | Lecture  Case Study  Discussion | Group workshop on use case |
| 5 | - Luxury in the digital age  Strategy and application | Lecture  Case Study  Discussion | Group workshop on use case |
| 6 | Social media tools and application study | Lecture  Case Study  Discussion | Group workshop on use case |
| 7 | Marketing case study | Lecture  Case Study  Discussion | Group workshop on use case |
| 8 | Section four  - Work presentation and assessment |  |  |

**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 |

A picture containing insect

Description automatically generated任课教师：吴璠 系主任审核：吴璠

日期：2021-09-01