课程教学进度计划表

一、基本信息

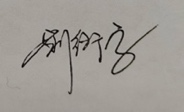
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| --- | --- | --- | --- | --- | --- |
| 课程名称 | Marketing Management (Bilingual) | | | | |
| 课程代码 | 2120055 | 课程序号 | 1163 | 课程学分/学时 | 3/48 |
| 授课教师 | ZHU Hui | 教师工号 | 18109 | 专/兼职 | Full-time |
| 上课班级 | Business Administration  (Jewelry)  B23-1/2  B21-3/4(Upgraded) B22-3(Upgraded) | 班级人数 | 58 | 上课教室 | Room 103  3rd Teaching Building |
| 答疑安排 | 08.30-12.30, Thursday | | | | |
| 课程号/课程网站 | 云班课班课号：4839102  https://my.gench.edu.cn/FAP5.Portal/pc.html?rnd=961007270 | | | | |
| 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 Discussion  In-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 Practice  In-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 Discussion  In-class Teaching | Preview  Review |
| 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 Study  In-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 Discussion  In-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

|  |  |  |
| --- | --- | --- |
| 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, 2024