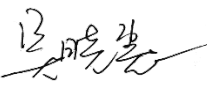




《 市场营销（双语） 》本科课程教学大纲

一、课程基本信息

课程名称	市场营销（双语）				
	Marketing (Bilingual Course)				
课程代码	2060555	课程学分		3	
课程学时	48	理论学时	48	实践学时	0
开课学院	Business School	适用专业与年级		Business Administration, Second Year	
课程类别与性质	Department Compulsory Courses	考核方式		Examination	
选用教材	Principles of Marketing, Philip Kotler, Qinghua University Press, 2021			是否为马工程教材	No
先修课程	Management 2060045(3)				
课程简介	<p>This course enables students to understand and master the basic theories, basic knowledge, basic skills and methods of marketing, fully understand the importance of strengthening enterprise marketing management under the background of economic globalization, and understand the basic procedures and methods of analyzing marketing environment, studying market purchase behavior and formulating marketing mix strategy, Cultivate and improve the practical ability to correctly analyze and solve marketing management problems, so that students can better meet the needs of marketing management practice and better serve the construction of national innovation system and socialist market economy.</p> <p>In teaching practice, it is required to achieve the integration of theory and practice. The classroom should be combined with the real market environment and case analysis as much as possible, and cultivate students' application ability of marketing knowledge, marketing decision-making ability and marketing innovation ability by means of classroom discussion, market research, opportunity analysis, marketing planning, marketing consultation and other forms, so as to make students know "what marketing is", How to carry out marketing planning and market development.</p>				

<p>选课建议与学习 要求</p>	<p>This course is very well suited for junior students majoring in Business Administration . Basic knowledge of Management is required. This course is rigorous and learners are expected to dedicate 16 weeks of study, 3 hours/week.</p>		
<p>大纲编写人</p>		<p>制/修订时间</p>	<p>Feb 2024</p>
<p>专业负责人</p>		<p>审定时间</p>	<p>Mar 2024</p>
<p>学院负责人</p>		<p>批准时间</p>	<p>Mar 2024</p>

二、课程目标与毕业要求

(一) 课程目标

类型	序号	内容
知识目标	1	Master the basic concepts of Marketing, understand modern marketing concepts and innovative marketing theories
	2	Master SWOT analysis and Boston matrix and application of Marketing Mix and STP analysis of marketing strategy
技能目标	3	Master the methods of marketing research and be able to use appropriate tools to collect information, and analyze, identify, judge and integrate the information and the strategic plan of the enterprise and capability of market expansion
素养目标 (含课程思政目标)	4	Be honest and responsible, effective communication and team spirit
	5	Have the awareness of caring for the environment and the environmental protection concept of living in harmony with nature.

(二) 课程支撑的毕业要求

<p>LO1 Moral Cultivation: Uphold the leadership of the Communist Party of China, firmly hold onto ideal beliefs, consciously nurture and actively promote the core socialist values, enhance political identity, foster patriotism, abide by laws and regulations, inherit the spirit of Lei Feng, and practice the motto "Gratitude, Giving Back, Love, Responsibility." Actively serve others, serve society, be honest and responsible, and be dedicated to work.</p> <p>④ Be honest and responsible, keep promises, work hard, keep improving, and have the courage to take responsibility.</p>
<p>LO2 Professional Competence: Possess humanities literacy and theoretical knowledge, as well as practical skills required for logistics management work.</p> <p>② Market development capabilities. Familiar with SWOT analysis, Boston matrix, STP analysis, 4P combination, marketing organization and control, etc., and can effectively apply them.</p>
<p>LO3 Expressive Communication: Understand others' viewpoints, respect their values, and effectively communicate in written or oral form in various situations.</p> <p>② Express one's own viewpoints effectively through written or oral communication.</p>
<p>LO4 Self-directed Learning: Able to determine their own learning goals according to the needs of the environment, and actively achieve the learning goals by collecting information, analyzing information, discussing, practicing, questioning, and creating.</p> <p>② Be able to collect and obtain the learning resources needed to achieve the goals, implement the learning plan, reflect on the learning plan, and continuously improve to achieve the learning goals.</p>

<p>LO5 healthy development: understand aesthetics, love labor, enthusiasm, physical and mental health, frustration resistance, and have the ability of sustainable development.</p> <p>⑤ Sustainable development, with the awareness of caring for the environment, the concept and action of environmental protection in harmony with nature, and the awareness and ability of lifelong learning.</p>
<p>LO6 Collaborative Innovation: Maintain a good cooperative relationship with the group, be an active member of the collective, be good at self-management and team management, be good at thinking about problems from multiple dimensions, and use their own knowledge and practice to put forward new ideas.</p> <p>① Be able to take the initiative to take their own role in group activities, work closely with other members, be good at self-management and team management, and work together to complete tasks.</p>
<p>LO7 Information Application: Have a certain level of information literacy and be able to apply information technology and tools to solve problems in the workplace.</p> <p>② Be able to use appropriate tools to collect information, and analyze, identify, judge and integrate information.</p>

(三) 毕业要求与课程目标的关系

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	Master the basic concepts of Marketing, understand modern marketing concepts and innovative marketing theories	50%
			Understand the strategic plan of the enterprise and capability of market expansion	50%
LO2	②	H	Understand the strategic plan of the enterprise and capability of market expansion	50%
			Master SWOT analysis and Boston matrix and application of Marketing Mix and STP analysis of marketing strategy	50%
LO3	②	M	Be honest and responsible, effective communication and team spirit	100%
LO4	②	H	Master SWOT analysis and Boston matrix and application of Marketing Mix and STP analysis of marketing strategy	100%
LO5	⑤	H	Have the awareness of caring for the environment and the environmental protection concept of living in harmony with nature.	100%

LO6	①	M	Have the awareness of caring for the environment and the environmental protection concept of living in harmony with nature.	100%
LO7	②	M	Master the methods of marketing research and be able to use appropriate tools to collect information, and analyze, identify, judge and integrate the information.	100%

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

<p>Unit 1 Marketing: Creating Customer Value and Engagement</p> <p>Key Points:</p> <ol style="list-style-type: none"> 1 Understand the meaning of Marketing 2 Understand the Marketplace and Customer Needs 3 Evaluate to Design a Customer Value-Driven Marketing Strategy and Plan 4 Integrate to manage customer Relationship and Capturing Customer Value 5 Understand the Changing Marketing Landscape <p>Teaching Objectives:</p> <ul style="list-style-type: none"> Introduce the marketing and customer needs. Designing a customer value <p>Teaching Focus:</p> <ul style="list-style-type: none"> The production concept, the product concept, the selling concept, the marketing concept, the societal marketing concept Customer satisfaction Creating customer loyalty and retention <p>Teaching Challenges:</p> <ul style="list-style-type: none"> Identify and application of modern marketing
<p>Unit 3 Analyzing the Marketing Environment</p> <p>Key Points:</p> <ol style="list-style-type: none"> 1 Understand the Microenvironment and Macroenvironment 2 Application the influences of marketing Environment <p>Teaching Objectives:</p> <ul style="list-style-type: none"> Understand the environmental forces that affect the company's ability Identify the major trends in the firm's environment <p>Teaching Focus:</p> <ul style="list-style-type: none"> Discuss how companies can react to the marketing environment <p>Teaching Challenges:</p> <ul style="list-style-type: none"> Explain the key changes in the environment
<p>Unit 5 Consumer Markets and Buyer Behavior</p> <p>Key Points:</p> <ol style="list-style-type: none"> 1 Understand the model of Consumer Behavior 2 Analyze characteristics Affecting Consumer Behavior 3 Application of buying Decision Behavior and the Buyer Decision Process 4 Integrate the Buyer Decision Process for New Products

<p>Teaching Objectives:</p> <ul style="list-style-type: none">Understand the consumer marketEvaluate the major factors that influence consumer buyer behavior <p>Teaching Focus:</p> <ul style="list-style-type: none">Cultural factors, social factors, psychological factorsTypes of buying decision behaviorThe buyer decision process <p>Teaching Challenges:</p> <ul style="list-style-type: none">List and define the major types of buying decision behavior and the stages in the buyer decision processDescribe the adoption and diffusion process for new products
<p>Unit 6 Business Markets and Business Buyer Behavior</p> <p>Key Points:</p> <ol style="list-style-type: none">1 Understand business Markets and Business Buyer Behavior2 Application the Business Buyer Decision Process <p>Teaching Objectives:</p> <ul style="list-style-type: none">Define the business market and explain how business markets differ from consumer marketsIdentify the major factors that influence business buyer behavior <p>Teaching Focus:</p> <ul style="list-style-type: none">Major types of buying situationsParticipants in the business buying process <p>Teaching Challenges:</p> <ul style="list-style-type: none">List and define the steps in the business buying decision processParticipants in the business buying process
<p>Unit 4 Managing Marketing Information to Gain Customer</p> <p>Key Points:</p> <ol style="list-style-type: none">1 Understand Marketing Information and Customer Insights2 Application to assess information Needs and Development Data3 Analyzing and Using Marketing Information and Marketing Research <p>Teaching Objectives:</p> <ul style="list-style-type: none">Explain the importance of information about the marketplaceDefine the marketing information systemOutline the steps in the marketing research processExplain how companies analyze and use marketing information <p>Teaching Focus:</p> <ul style="list-style-type: none">MISPrimary data collectionResearch instruments <p>Teaching Challenges:</p> <ul style="list-style-type: none">Assessing information Needs and Developing DataMarketing research
<p>Unit 7 Creating Value for Target Customers</p> <p>Key Points:</p> <ul style="list-style-type: none">Integrate to apply Marketing Segmentation, Marketing Targeting and differentiation and Positioning <p>Teaching Objectives:</p> <ul style="list-style-type: none">Define the major steps in designing a customer value-driven marketing strategyList and discuss the major bases for segmenting consumerExplain how companies identify attractive market segments

<p>Discuss how companies differentiate and position their products</p> <p>Teaching Focus:</p> <ul style="list-style-type: none"> Marketing Segmentation Marketing Targeting Differentiation and Positioning <p>Teaching Challenges:</p> <ul style="list-style-type: none"> Major segmentation variables for customer market Selecting targeting market segments Differentiation and Positioning
<p>Unit 2 Company and Marketing Strategy</p> <p>Key Points:</p> <ul style="list-style-type: none"> 1 Evaluate Marketing Role and designing the Business Portfolio 2 Application of marketing strategy and the Marketing Mix <p>Teaching Objectives:</p> <ul style="list-style-type: none"> Discuss how to design business portfolios and develop growth strategies <p>Teaching Focus:</p> <ul style="list-style-type: none"> BCG The product/market expansion grid <p>Teaching Challenges:</p> <ul style="list-style-type: none"> Analyzing the current business portfolio Developing strategies for growth
<p>Unit 18 Competitive marketing Strategy</p> <p>Key Points:</p> <ul style="list-style-type: none"> Understand and application of competitor analysis, market leader strategy, market challenger strategy, market follower and market niche strategy <p>Teaching Objectives:</p> <ul style="list-style-type: none"> Distinguish the different types of competitors Competitive strategy <p>Teaching Focus:</p> <ul style="list-style-type: none"> In differential marketing Differential marketing Concentrated marketing <p>Teaching Challenges:</p> <ul style="list-style-type: none"> Master all the competitors in the marketplace Analyze the strategies how the competitors face
<p>Unit 8-9 Products, Services and Brands</p> <p>Key Points:</p> <ul style="list-style-type: none"> 1 Understand the meaning of Product 2 Application of Product and Service Decisions 3 Integrate Product Life-cycle Strategies and Package strategies 4 Understand The New Product Development Process <p>Teaching Objectives:</p> <ul style="list-style-type: none"> Describe the major classifications of products and services New product development strategy <p>Teaching Focus:</p> <ul style="list-style-type: none"> packaging Product mix Product life-cycle strategies <p>Teaching Challenges:</p>

<p>Levels of product and services Describe the stages of the product life cycle</p>
<p>Unit 8 Branding Strategy Key Points: 1 Understand brand and brand equity 2 Application of brand design, combination and expansion 3 Evaluate brand protection and brand management Teaching Objectives: How to build strong brands Teaching Focus: Brand equity Brand value Brand development Teaching Challenges: Brand positioning</p>
<p>Unit 10-11 Pricing Key Points: 1 Understand the definition of Price 2 Analyze Other Internal and External Considerations Affecting Price Decisions 3 Application of Product Mix Pricing Strategies 4 Integrate Price Adjustment Strategies Teaching Objectives:: The definition of price Identify the three major pricing strategies Identify and define the other important external and internal factors affecting a firm's pricing decisions Teaching Focus: Product mix pricing strategies Price adjustment strategies Teaching Challenges: Describe the major strategies for pricing new products Product mix pricing strategies</p>
<p>Unit 12-13 Marketing Channels Key Points: 1 Understand Channel Behavior 2 Application of Channel Design Decisions 3 Analyze Retailing and Wholesaling Teaching Objectives: Explain why companies use marketing channels Identify the major channel alternatives open to a company Explain how companies select, motivate and evaluate channel members Teaching Focus: Numbers of channel levels Channel conflict Teaching Challenges: Numbers of channel levels Channel conflict Explain the roles of retailers and wholesalers in the distribution channel</p>
<p>Unit 14-16 Promotion</p>

<p>Key Points:</p> <p>1 Understand the different types of Promotion</p> <p>2 Application of Advertising and Public Relation, Personal Selling and Sales Promotion</p> <p>Teaching Objectives:</p> <p>Define the five promotion mix tools</p> <p>Explain the methods for setting the promotion budget and factors that affect the design of the promotion mix</p> <p>Teaching Focus:</p> <p>Advertising</p> <p>Public relations</p> <p>Personal selling</p> <p>Sales promotion</p> <p>Teaching Challenges:</p> <p>How to use the promotion mix tools</p>

(二) 教学单元对课程目标的支撑关系

教学单元	课程目标	1	2	3	4	5
	Unit 1 Marketing: Creating Customer Value and Engagement		√			√
Unit 3 Analyzing the Marketing Environment		√	√	√	√	√
Unit 5 Consumer Markets and Buyer Behavior		√	√	√		
Unit 6 Business Markets and Business Buyer Behavior		√	√	√		
Unit 4 Managing Marketing Information to Gain Customer		√		√	√	
Unit 7 Creating Value for Target Customers		√	√	√	√	
Unit 2 Company and Marketing Strategy		√	√	√	√	
Unit 18 Competitive marketing Strategy		√	√	√	√	
Unit 8-9 Products, Services and Brands		√	√	√	√	√
Unit 8 Branding Strategy		√	√	√	√	
Unit 10-11 Pricing		√	√	√	√	
Unit 12-13 Marketing Channels		√	√	√	√	
Unit 14-16 Promotion		√	√	√	√	

(三) 课程教学方法与学时分配

教学单元	教与学方式	考核方式	学时分配
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			理 论	实 践	小 计
Unit 1 Marketing: Creating Customer Value and Engagement	Lecture, Case Analysis	Classroom Participation, Exercise, Final Test	6	0	6
Unit 3 Analyzing the Marketing Environment	Lecture, Case Analysis, Group Discussion	Classroom Participation, Exercise, Final Test	6	0	6
Unit 5 Consumer Markets and Buyer Behavior	Lecture, Case Analysis, Group Discussion	Classroom Participation, Exercise, Final Test	4	0	4
Unit 6 Business Markets and Business Buyer Behavior	Lecture, Group Discussion, Group Discussion	Classroom Participation, Exercise, Final Test	2	0	2
Unit 4 Managing Marketing Information to Gain Customer	Lecture, Group Discussion	Classroom Participation, Exercise, Final Test	4	0	4
Unit 7 Creating Value for Target Customers	Lecture, Group Discussion, Case Analysis	Classroom Participation, Exercise, Final Test	4	0	4
Unit 2 Company and Marketing Strategy	Lecture, Case Analysis, Group Discussion	Classroom Participation, Exercise, Final Test	4	0	4
Unit 18 Competitive marketing Strategy	Lecture, Case Analysis, Group Discussion	Classroom Participation, Exercise, Final Test	2	0	2
Unit 8-9 Products, Services and Brands	Lecture, Case Analysis, Group Discussion	Classroom Participation, Exercise, Final Test	4	0	4
Unit 8 Branding Strategy	Lecture, Case Analysis, Group Discussion	Classroom Participation, Exercise, Final Test	2	0	2
Unit 10-11 Pricing	Lecture, Case Analysis, Group Discussion	Classroom Participation, Exercise, Final Test	4	0	2
Unit 12-13 Marketing Channels	Lecture, Case Analysis, Group Discussion	Classroom Participation, Exercise, Final Test	2	0	4
Unit 14-16 Promotion	Lecture, Case Analysis, Group Discussion	Classroom Participation, Exercise, Final Test	2	0	2
Review			2	0	2

合计	48	0	48
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四、课程思政教学设计

<p>Unit 1 Marketing: Creating Customer Value and Engagement</p> <p>Unit 3 Analyzing the Marketing Environment</p> <p>(1) Strengthen cultural self-confidence in imparting curriculum knowledge</p> <p>Through the discussion of related topics, students can be encouraged to experience the profundity of Chinese culture, so as to adhere to the position of Chinese culture and consciously become the inheritors of excellent traditional culture.</p> <p>(2) Enhance professional ethics with excellent traditional culture</p> <p>It is necessary to train students to take the common interests of mankind as the starting point, safeguard social morality, stress integrity, keep the original intention, and consciously undertake the historical mission of realizing the Chinese dream of the great rejuvenation of the China.</p> <p>Unit 8-9 Products, Services and Brands</p> <p>Unit 8 Branding Strategy</p> <p>Cultivating the humanistic spirit in the teaching of professional skills, through the market research and training activities of product projects, let students feel the spirit of "knowing is not as good as doing, learning is not as good as doing", looking for target market groups to design special wheelchairs for enterprises, and cultivating students' craftsman spirit of "excellence"; students are encouraged to have an enterprising spirit of "being strong and promising, striving for self-improvement", so as to be emotional, so that students can be influenced by the humanistic spirit, understand the beauty of creation, the beauty of human nature, and the beauty of life, and cultivate the humanistic spirit of college students in line with the needs of the new era.</p>
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五、课程考核

总评构成	占比	考核方式	课程目标					合计
			1	2	3	4	5	
1	60%	Final Test (Open-book)	30%	30%	20%	10%	10%	100%
X1	10%	Class Participation	20%	20%	20%	20%	20%	100%
X2	10%	Group Report	20%	40%	30%	10%		100%
X3	20%	Exercise	20%	20%	20%	30%	10%	100%

评价标准细则

考	课	考	评价标准
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核项目	程目标	核要求	优 100-90	良 89-75	中 74-60	不及格 59-0
1	1,2,3,4	Understanding and recall: All key concepts and theories	Students demonstrate a comprehensive and in-depth understanding of all key concepts and theories, providing accurate and precise responses to questions.	Students have a correct understanding of most key concepts and theories, and can answer most questions correctly.	Students have a basic understanding of key concepts and theories, but may have errors or inaccuracies in some responses.	Students show a significant lack of understanding of key concepts and theories, with numerous errors.
X 1	1,2,3,4,5,6	Attendance and Punctuality (50%)	Students have perfect attendance without any tardiness or early departure.	Students have missed no more than one class and have no tardiness or early departure.	Students have missed one class, with possible instances of tardiness or early departure.	Students have unexcused absences twice, or multiple instances of tardiness or early departure; three or more absences result in automatic failure.
		Active Participation(50%)	Students actively participate in discussions, frequently speaking and earning a total score of 100-90.	Students participate in discussions, speaking frequently and earning a score of 80-70.	Students participate in discussions, occasionally speaking, and earn a score of 70-60.	Students rarely or never participate in discussions, with insufficient speaking to

						earn a score above 60.
X 2	3,5,6	Group reports should provide a comprehensive and in-depth analysis of the selected topic, with a clear structure, reasonable division of labor among group members, and demonstrate both innovation and practicality.	The group report provides a comprehensive and in-depth analysis of the chosen topic, with clear structure, reasonable division of labor among group members, and exhibits both innovation and practicality.	The group report covers most aspects of the topic, with clear structure, reasonable division of labor among group members, and demonstrates some innovation and practicality.	The group report lacks depth in content, with an average structure, uneven division of labor among group members, and limited innovation and practicality.	The group report is severely lacking in content, with a chaotic structure, uneven division of labor among group members, and lacks innovation and practicality.
X 3	1,2,3,4,5	Understanding and recall: All key concepts and theories	Students demonstrate a comprehensive and in-depth understanding of all key concepts and theories, providing accurate and precise responses to questions.	Students have a correct understanding of most key concepts and theories, and can answer most questions correctly.	Students have a basic understanding of key concepts and theories, but may have errors or inaccuracies in some responses.	Students show a significant lack of understanding of key concepts and theories, with numerous errors.

六、其他需要说明的问题

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Prerequisite Knowledge and Pre-class Preparation

- Students should possess basic computer skills, including proficiency in using office software such as Word and Excel.
- Familiarity with fundamental principles of economics and management is required.
- Prior to class, students are expected to read designated chapters of the textbook and complete any assigned pre-reading questions.

Classroom Rules and Student Participation

- Attendance, while not directly graded, is important, and excessive absences (more than 3) may impact the final grade.
- Classroom discussions and group activities are essential, and active student participation is expected.
- Assignments must be submitted by the specified deadline using the method designated by the instructor; late submissions will not be accepted.

Academic Integrity and Plagiarism Policy

- All submitted assignments must be original, and plagiarism is strictly prohibited.
- Proper citation is required when using external resources.
- Plagiarism or dishonest behavior will result in a zero grade for the assignment and potential academic disciplinary action.

Accommodations for Special Circumstances

- Students with special needs should communicate with the instructor at the beginning of the course to receive necessary learning support.
- Exam times and assignment deadlines may be adjusted based on students' certification documentation.

Office Hours and Student Support

- The instructor's post-class consultation hours will be announced on the school's designated website, with appointments available via WeChat for individual requests.
- Additional academic guidance or course-related support can be sought during office hours.

Course Feedback and Improvement Mechanism

- Students can provide feedback through anonymous questionnaires at the end of the course.
- The instructor will review feedback each semester and adjust teaching methods and content based on student input.

Safety and Emergency Response Guidelines

- In case of emergencies, students should follow evacuation procedures outlined for the laboratory and teaching building.