

课程教学进度计划表

一、基本信息

课程名称	Marketing (Bilingual Course)				
课程代码	2060555	课程序号	1181	课程学分/学时	3
授课教师	Wu Xiaohui	教师工号	04010	专/兼职	Full-time
上课班级	Business Administration - Grade22-2	班级人数	50	上课教室	3207、2302
答疑安排	Wednesday:8:00-10:00, Thursday:12:00-13:00				
课程号/课程网站					
选用教材	Principles of Marketing, Philip Kotler, Qinghua University Press, 2021				
参考教材与资料	Marketing, Wu Jianan, Higher Education Press, 2019				

二、课程教学进度安排

课次	课时	教学内容	教学方式	作业
1	2	Unit 1 Marketing: Creating Customer Value and Engagement 1.1 What is Marketing?	Bilingual Lecture. Seminar. Case analysis.	
2	2	1.2 Understanding the Marketplace and Customer Needs 1.3 Designing a Customer Value-Driven Marketing Strategy and Plan	Lecture. Seminar. Case analysis.	
3		1.4 Managing Customer Relationship and Capturing Customer Value 1.5 The Changing Marketing Landscape		Exercise
4	2	Group Presentation: Case Analysis of Green Marketing	Case study. Presentation	Group Presentation: Case Analysis of

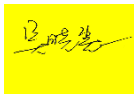
				Green Marketing
5	2	Unit 3 Analyzing the Marketing Environment 1.1 The Microenvironment and Macroenvironment 1.2 The Microenvironment	Lecture. Seminar. Case analysis.	
6	2	1.3 The Macroenvironment	Lecture. Seminar. Case analysis.	
7	2	1.4 Responding to the Marketing Environment Exercise: SWOT Analysis	Application	Exercise: SWOT Analysis
8	2	Unit 4 Managing Marketing Information to Gain Customer 1.1 Marketing Information and Customer Insights 1.2 Assessing Information Needs and Development Data 1.4 Analyzing and Using Marketing Information	Lecture. Seminar. Case analysis.	
9	2	1.3 Marketing Research Exercise: Questionnaire	Lecture. Seminar. Case analysis.	Exercise
10	2	Unit 5 Consumer Markets and Buyer Behavior 1.1 Model of Consumer Behavior 1.3 Buying Decision Behavior and the Buyer Decision Process	Lecture. Seminar. Case analysis.	
11	2	1.2 Characteristics Affecting Consumer Behavior	Lecture. Seminar. Case analysis.	
12	2	Unit 6 Business Markets and Business Buyer Behavior	Lecture. Seminar. Case analysis.	
13	2	Unit 7 Creating Value for Target Customers 1.1 Marketing Segmentation	Lecture. Seminar. Case analysis.	
14	2	1.2 Marketing Targeting 1.3 Differentiation and Positioning	Lecture. Seminar. Case analysis.	Exercise
15	2	Unit 2 Company and Marketing Strategy 1.1 Defining Marketing Role 1.2 Designing the Business Portfolio	Lecture. Seminar. Case analysis.	
16	2	1.3 Planning Marketing 1.4 Marketing Strategy and the Marketing Mix	Lecture. Seminar.	

			Case analysis.	
17	2	Unit 18: Competitive Marketing Strategy	Lecture. Seminar. Case analysis.	Exercise
18	2	Unit 8-9 Products, Services and Brands 1.1 What is a Product? 1.2 Product and Service Decisions 1.4 Package	Lecture. Seminar. Case analysis.	Exercise
19	2	1.3 Product Life-cycle Strategies 1.5 The New Product Development Process Unit 8 Branding Strategy	Lecture. Seminar. Case analysis.	
20	2	Unit 10-11 Pricing 1.1 What is a Price? 1.2 Other Internal and External Considerations Affecting Price Decisions 1.3 Product Mix Pricing Strategies 1.4 Price Adjustment Strategies	Lecture. Seminar. Case analysis.	Exercise
21	2	Unit 12-13 Marketing Channels 1.1 Channel Behavior 1.2 Channel Design Decisions 1.3 Retailing and Wholesaling	Lecture. Seminar. Case analysis.	Exercise
22	2	Unit 14-16 Promotion 1.1 Promotion 1.2 Advertising and Public Relations 1.3 Personal Selling 1.4 Sales Promotion	Lecture. Seminar. Case analysis.	
23	2	Review	Review	

三、考核方式

总评构成	占比	考核方式
1	60%	Final Exam (Open-book)
X1	10%	Class Participation
X2	10%	Group Presentation
X3	20%	Exercise

任课教师:



(签名)

系主任审核:



(签名)

日期: March 2, 2024