

【市场营销（双语）】

【Marketing (Bilingual Course)】 Syllabus

1. Basic Information

Course Code: 【2060555】

Course Credits: 【3】

Major: 【Business Administration】

Characteristic of The Course: 【◎Department Compulsory Courses】

School: Department of Business Administration, Business School

Teaching Materials and Textbooks:

Textbook 【Principles of Marketing, Philip Kotler, Qinghua University Press, 2021】

Bibliography 【Marketing, Wu Jianan, Higher Education Press, 2019】

Preface Course: 【Management 2060045(3)】

2. Course Description

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.

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.

3. Suggestion for Choice of the Course

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.

4. The Correlation of Curriculum and Graduation Requirements

Graduation Requirements	Relation
LO11 understand others' views, respect others' views, and be able to communicate effectively in written or oral forms in different fields.	
LO21 Students can determine their learning objectives according to the needs of the environment, and actively achieve their learning objectives by collecting information, analyzing information, discussing, practicing, questioning, creating and other methods.	
LO31 Investigation and prediction ability. Be familiar with the planning of	

survey plan and the design of questionnaire, master the commonly used data analysis and prediction methods, and be familiar with the writing of survey report.	
LO32Market development ability. Familiar with SWOT analysis, Boston matrix, STP analysis, 4P combination, marketing organization and control, and can be effectively applied.	●
LO33 Production and operation capacity. Be clear about the design, schedule management, quality management, technology management, equipment management, etc. of the production and operation system.	
LO34Human resource capacity. Be familiar with human resources work planning, recruitment and allocation, training and development, performance management, salary and welfare, labor relations management, and be able to design schemes.	
LO35 Financial management ability. Be clear about fund raising, investment, operation, distribution, financial planning and decision-making, financial budget and control, financial analysis and assessment, etc.	
LO36 Project management ability. Familiar with project scope, project time, project cost, project quality, project personnel, project communication, project risk, project procurement, project integration management, etc.	
LO37 Business planning ability. Be able to plan with existing thinking achievements and innovative methods. Familiar with the principles and steps of marketing planning, planning creativity and copy writing, the overall design and application of marketing planning, etc.	
LO41Abide by discipline, keep promises and responsibilities; Adapt to environmental changes and have the ability to resist setbacks and pressure. ("responsibility" is one of the contents of our school motto)	
LO51Keep a good cooperative relationship with the group and be an active member of the group; Be good at thinking creatively and using your own knowledge and practice to put forward new ideas.	●
LO61Have certain information literacy, be good at collecting information, and be able to apply information technology to solve problems in work.	●
LO71 Willing to serve others, enterprises and society; Be enthusiastic, loving and grateful ("gratitude, return and love" is one of the contents of our school motto).	●
LO81Have basic foreign language expression and communication skills and cross-cultural understanding, and have a sense of international competition and cooperation.	

LO=Learning Outcomes

5. Course Objectives / Course Expected Learning Outcomes

No.	Course Expected Learning Outcomes	Course Objectives (Detailed Expected Learning Outcomes)	Teaching and Learning Methods	Assessment Methods
-----	-----------------------------------	---	-------------------------------	--------------------

1	L0321	Master SWOT analysis and Boston matrix	Bilingual Lecture. Seminar. Students are required to discuss, communicate and answer questions in English. Group learning.	Be able to analyze SWOT
2	L0322	Master STP analysis of marketing strategy	Bilingual Lecture. Seminar. Students are required to discuss, communicate and answer questions in English. Group learning.	Be able to analyze STP
3	L0323	Application of Marketing Mix	Bilingual Lecture. Seminar. Students are required to discuss, communicate and answer questions in English. Group learning.	Group Discussion Final Exam Application
4	L0612	Be able to use appropriate tools to collect information, and analyze, identify, judge and integrate the information.	Bilingual Lecture. Seminar. Students are required to discuss, communicate and answer questions in English. Group learning.	Be able to collect and integrate first-hand data and second-hand data
5	L0714	Care for the environment: have the awareness of caring for the environment and the environmental protection concept of living in harmony with nature.	Bilingual Lecture. Seminar. Students are required to discuss, communicate and answer questions in English. Group learning.	Case Analysis Group Presentation

6. Course Content

Unit 1 Marketing: Creating Customer Value and Engagement

Theory class hour: 6

Teaching Content:

- 1.1 What is Marketing?
- 1.2 Understanding the Marketplace and Customer Needs
- 1.3 Designing a Customer Value-Driven Marketing Strategy and Plan
- 1.4 Managing Customer Relationship and Capturing Customer Value
- 1.5 The Changing Marketing Landscape

Knowledge Requirements:

Introduce the marketing and customer needs.

Designing a customer value

Ability Requirements:

Compare customer needs, wants, and demands

Teaching Emphasis:

The production concept, the product concept, the selling concept, the marketing concept, the societal marketing concept

Customer satisfaction

Creating customer loyalty and retention

Unit 3 Analyzing the Marketing Environment

Theory class hour: 6

Teaching Content:

1.1 The Microenvironment and Macroenvironment

1.2 The Microenvironment

1.3 The Macroenvironment

1.4 Responding to the Marketing Environment

Knowledge Requirements:

Understand the environmental forces that affect the company's ability

Identify the major trends in the firm's environment

Ability Requirements:

Explain the key changes in the environment

Teaching Emphasis:

Discuss how companies can react to the marketing environment

Unit 5 Consumer Markets and Buyer Behavior

Theory class hour: 4

Teaching Content:

1.1 Model of Consumer Behavior

1.2 Characteristics Affecting Consumer Behavior

1.3 Buying Decision Behavior and the Buyer Decision Process

1.4 The Buyer Decision Process for New Products

Knowledge Requirements:

Define the consumer market

Name the major factors that influence consumer buyer behavior

Ability Requirements:

List and define the major types of buying decision behavior and the stages in the buyer decision process

Describe the adoption and diffusion process for new products

Teaching Emphasis:

Cultural factors, social factors, psychological factors

Types of buying decision behavior

The buyer decision process

Unit 6 Business Markets and Business Buyer Behavior

Theory class hour: 2

Teaching Content:

1.1 Business Markets

1.2 Business Buyer Behavior

1.3 The Business Buyer Decision Process

Knowledge Requirements:

Define the business market and explain how business markets differ from consumer markets

Identify the major factors that influence business buyer behavior

Ability Requirements:

List and define the steps in the business buying decision process

Participants in the business buying process

Teaching Emphasis:

Major types of buying situations

Participants in the business buying process

Unit 4 Managing Marketing Information to Gain Customer

Theory class hour: 4

Teaching Content:

- 1.1 Marketing Information and Customer Insights
- 1.2 Assessing Information Needs and Development Data
- 1.3 Marketing Research
- 1.4 Analyzing and Using Marketing Information

Knowledge Requirements:

- Explain the importance of information about the marketplace
- Define the marketing information system
- Outline the steps in the marketing research process
- Explain how companies analyze and use marketing information

Ability Requirements:

- Assessing information Needs and Developing Data
- Marketing research

Teaching Emphasis:

- MIS
- Primary data collection
- Research instruments

Unit 7 Creating Value for Target Customers

Theory class hour:

4

Teaching Content:

- 1.1 Marketing Segmentation
- 1.2 Marketing Targeting
- 1.3 Differentiation and Positioning

Knowledge Requirements:

- Define the major steps in designing a customer value-driven marketing strategy
- List and discuss the major bases for segmenting consumer
- Explain how companies identify attractive market segments
- Discuss how companies differentiate and position their products

Ability Requirements:

- Major segmentation variables for customer market
- Selecting targeting market segments
- Differentiation and Positioning

Teaching Emphasis:

- Marketing Segmentation
- Marketing Targeting
- Differentiation and Positioning

Unit 2 Company and Marketing Strategy

Theory class hour: 4

Teaching Content:

- 1.1 Defining Marketing Role
- 1.2 Designing the Business Portfolio
- 1.3 Planning Marketing
- 1.4 Marketing Strategy and the Marketing Mix

Knowledge Requirements:

- Discuss how to design business portfolios and develop growth strategies

Ability Requirements:

Analyzing the current business portfolio
Developing strategies for growth

Teaching Emphasis:

BCG
The product/market expansion grid

SUP Competitive marketing Strategy

Theory class hour: 2

Teaching Content:

- 1.1 competitor analysis
- 1.2 market leader strategy
- 1.3 market challenger strategy
- 1.4 market follower and market niche strategy

Knowledge Requirements:

Distinguish the different types of competitors
Competitive strategy

Ability Requirements:

Master all the competitors in the marketplace
Analyze the strategies how the competitors face

Teaching Emphasis:

In differential marketing
Differential marketing
Concentrated marketing

Unit 8-9 Products, Services and Brands

Theory class hour: 4

Teaching Content:

- 1.1 What is a Product?
- 1.2 Product and Service Decisions
- 1.3 Product Life-cycle Strategies
- 1.4 Packaging
- 1.5 The New Product Development Process

Knowledge Requirements:

Describe the major classifications of products and services
New product development strategy

Ability Requirements:

Levels of product and services
Describe the stages of the product life cycle

Teaching Emphasis:

packaging
Product mix
Product life-cycle strategies

Unit 8 Branding Strategy

Theory class hour: 2

Teaching Content:

- 1.1 brand and brand equity
- 1.2 brand design, combination and expansion
- 1.3 brand protection and brand management

Knowledge Requirements:

How to build strong brands

Ability Requirements:

Brand positioning

Teaching Emphasis:

Brand equity

Brand value

Brand development

Unit 10-11 Pricing

Theory class hour: 2

Teaching Content:

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

Knowledge Requirements:

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

Ability Requirements:

Describe the major strategies for pricing new products

Product mix pricing strategies

Teaching Emphasis:

Product mix pricing strategies

Price adjustment strategies

Unit 12-13 Marketing Channels

Theory class hour: 2

Teaching Content:

1.1 Channel Behavior

1.2 Channel Design Decisions

1.3 Retailing and Wholesaling

Knowledge Requirements:

Explain why companies use marketing channels

Identify the major channel alternatives open to a company

Explain how companies select, motivate and evaluate channel members

Ability Requirements:

Numbers of channel levels

Channel conflict

Explain the roles of retailers and wholesalers in the distribution channel

Teaching Emphasis:

Numbers of channel levels

Channel conflict

The different types of retailers and wholesalers

Unit 14-16 Promotion

Theory class hour: 2

Teaching Content:

1.1 Promotion

1.2 Advertising and Public Relations

1.3 Personal Selling

1.4 Sales Promotion

Knowledge Requirements:

Define the five promotion mix tools

Explain the methods for setting the promotion budget and factors that affect the design of the promotion mix

Ability Requirements:

How to use the promotion mix tools

Teaching Emphasis:

Advertising

Public relations

Personal selling

Sales promotion

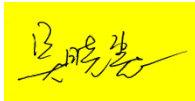
Review

Theory class hour: 2

7. Grading Policy

Grading Computation	Exams and Assignments	Percentage	No. of the Learning Outcomes evaluated
1	Final Exam (Open-book)	50%	LO323/LO321/LO322
X1	Class Participation	10%	LO321/LO323
X2	Group Presentation	20%	LO612/LO714
X3	Exercise	20%	LO321/LO322/LO323/LO612/LO714

Instructor:



Dean's signature:



Time: Feb.15 , 2023

Time: Feb.16,2023