

Course Schedule of Shanghai Jianqiao University

1. Basic Information

Course Code	2060555	Course Name	Marketing (Bilingual Course)
Course Credits	3	Total Course Hours	48
Instructor	Wu Xiaohui	Email	wxhpq417@163.com
Class	Business Administration - Grade21-1、2	Classroom	1207 、 1414
Q&A Time	Wednesday,9:50-10:50、 11:30-12:30,Thursday, 12:00-13:00		
Textbooks	Principles of Marketing, Philip Kotler, Qinghua University Press, 2021		
Bibliography	Marketing, Wu Jianan, Higher Education Press, 2019		

2. Course Schedule

Week/Times	Topics	Teaching Methods	Tasks
1	Unit 1 Marketing: Creating Customer Value and Engagement 1.1 What is Marketing?	Bilingual Lecture. Seminar.	
1	1.2 Understanding the Marketplace and Customer Needs 1.3 Designing a Customer Value-Driven Marketing Strategy and Plan	Bilingual Lecture. Seminar.	
2	1.4 Managing Customer Relationship and Capturing Customer Value 1.5 The Changing Marketing Landscape	Bilingual Lecture. Seminar.	Exercise
3	Group Presentation: Case Analysis of Green Marketing	Case study. Homework.	Group Presentation: Case Analysis of Green Marketing
3	Unit 3 Analyzing the Marketing Environment 1.1 The Microenvironment and Macroenvironment 1.2 The Microenvironment	Bilingual Lecture. Seminar.	
4	1.3 The Macroenvironment	Bilingual Lecture. Seminar.	
5	1.4 Responding to the Marketing Environment Exercise: SWOT Analysis	Application	SWOT Analysis
5	Unit 5 Consumer Markets and Buyer Behavior	Lecture.	

注：课程教学进度计划表电子版公布在本学院课程网站上，并发送到教务处存档。

	1.1 Model of Consumer Behavior 1.3 Buying Decision Behavior and the Buyer Decision Process	Seminar. Case analysis.	
6	1.2 Characteristics Affecting Consumer Behavior	Bilingual Lecture. Seminar.	Exercise
7	Unit 6 Business Markets and Business Buyer Behavior	Bilingual Lecture. Seminar.	
8	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	Bilingual Lecture. Seminar.	
9	1.3 Marketing Research Exercise: Questionnaire	Application	Questionnaire
9	Unit 7 Creating Value for Target Customers 1.1 Marketing Segmentation	Bilingual Lecture. Seminar.	
10	1.2 Marketing Targeting 1.3 Differentiation and Positioning	Bilingual Lecture. Seminar.	Exercise
11	Unit 2 Company and Marketing Strategy 1.1 Defining Marketing Role 1.2 Designing the Business Portfolio	Bilingual Lecture. Seminar.	
11	1.3 Planning Marketing 1.4 Marketing Strategy and the Marketing Mix	Bilingual Lecture. Seminar.	
12	SUP: Competitive Marketing Strategy	Bilingual Lecture. Seminar.	Exercise
13	Unit 8-9 Products, Services and Brands 1.1 What is a Product? 1.2 Product and Service Decisions 1.4 Package	Bilingual Lecture. Seminar.	Exercise
13	1.3 Product Life-cycle Strategies 1.5 The New Product Development Process	Bilingual Lecture. Seminar.	
14	Unit 8 Branding Strategy	Bilingual Lecture. Seminar.	
15	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	Bilingual Lecture. Seminar.	Exercise
15	Unit 12-13 Marketing Channels 1.1 Channel Behavior 1.2 Channel Design Decisions 1.3 Retailing and Wholesaling	Bilingual Lecture. Seminar.	

注：课程教学进度计划表电子版公布在本学院课程网站上，并发送到教务处存档。

16	Unit 14-16 Promotion 1.1 Promotion 1.2 Advertising and Public Relations 1.3 Personal Selling 1.4 Sales Promotion	Bilingual Lecture. Seminar.	Exercise
----	--	------------------------------------	----------

3. Grading Policy

Grading Computation	Exams and Assignments	Percentage
1	Final Exam (Open-book)	50%
X1	Class Participation	10%
X2	Group Presentation	20%
X3	Exercise	20%

Instructor:



Dean's signature:



Time: Feb.15 , 2023

Time: Feb.16,2023