

课程教学进度计划表

一、基本信息

课程名称	市场营销(双语)				
课程代码	2060555	课程序号	1716	课程学分/学时	3
授课教师	吴晓惠	教师工号	04010	专/兼职	专职
上课班级	工商 B23-1 班	班级人数	40	上课教室	1409
答疑安排	周一:8:00-10:00, 周三:10:00-12:00				
课程号/课程网站					
选用教材	Principles of Marketing, Philip Kotler, Qinghua University Press, 2024				
参考教材与资料	Marketing, Wu Jianan, Higher Education Press, 2022				

二、课程教学进度安排

课次	课时	教学内容	教学方式	作业
1	3	Unit 1 Marketing: Creating Customer Value and Engagement 1.1 What is Marketing? 1.2 Understanding the Marketplace and Customer Needs 1.3 Designing a Customer Value-Driven Marketing Strategy and Plan	Bilingual Lecture. Seminar.	
2	3	1.4 Managing Customer Relationship and Capturing Customer Value 1.5 The Changing Marketing Landscape	Bilingual Lecture. Seminar.	Chaoxing APP: Exercise
3	3	Unit 3 Analyzing the Marketing Environment 1.1 The Microenvironment and Macroenvironment 1.2 The Microenvironment	Bilingual Lecture. Application	
4	3	1.3 The Macroenvironment	Bilingual Lecture. Seminar.	Exercise : SWOT Analysis

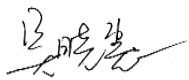
		1.4 Responding to the Marketing Environment		
5	3	Group Presentation : Case Analysis of Green Marketing Unit 4 Managing Marketing Information to Gain Customer 1.1 Marketing Information and Customer Insights 1.2 Assessing Information Needs and Development Data	Case study. Bilingual Lecture. Seminar.	Group Presentation : Case Analysis of Green Marketing
6	3	1.4 Analyzing and Using Marketing Information 1.3 Marketing Research	Bilingual Lecture. Seminar.	Exercise: Questionnaire
7	3	Unit 5 Consumer Markets and Buyer Behavior 1.1 Model of Consumer Behavior 1.3 Buying Decision Behavior and the Buyer Decision Process 1.2 Characteristics Affecting Consumer Behavior	Lecture. Seminar. Case analysis.	Chaoxing APP: Exercise
8	3	1.2 Characteristics Affecting Consumer Behavior Unit 6 Business Markets and Business Buyer Behavior	Lecture. Seminar. Case analysis.	Chaoxing APP: Exercise
9	3	Unit 7 Creating Value for Target Customers 1.1 Marketing Segmentation 1.2 Marketing Targeting 1.3 Differentiation and Positioning	Bilingual Lecture. Seminar.	Chaoxing APP: Exercise
10	3	Unit 2 Company and Marketing Strategy 1.1 Defining Marketing Role 1.2 Designing the Business Portfolio 1.3 Planning Marketing 1.4 Marketing Strategy and the Marketing Mix	Bilingual Lecture. Seminar.	Chaoxing APP: Exercise
11	2	Complement : Competitive Marketing Strategy	Bilingual Lecture. Seminar.	Chaoxing APP: Exercise
12	3	Unit 8-9 Products, Services and Brands 1.1 What is a Product? 1.2 Product and Service Decisions 1.3 Product Life-cycle Strategies 1.4 Package	Bilingual Lecture. Seminar.	Chaoxing APP: Exercise

13	3	1.5 The New Product Development Process Unit 8 Branding Strategy	Bilingual Lecture. Seminar.	Chaoxing APP: Exercise
14	3	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 Unit 12-13 Marketing Channels 1.1 Channel Behavior	Bilingual Lecture. Seminar.	Chaoxing APP: Exercise
15	3	Qingming Festival		
16	3	1.2 Channel Design Decisions 1.3 Retailing and Wholesaling Unit 14-17 Integrated Marketing Communications Strategy 1.1 Promotion 1.2 Advertising and Public Relations 1.3 Personal Selling 1.4 Sales Promotion	Bilingual Lecture. Seminar.	Chaoxing APP: Exercise

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:



系主任审核:



日期: 2025年2月18日