

## 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	1731	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 B23-2 班	班级人数	40	上课教室	1406、1118
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

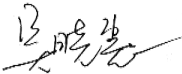
课次	课时	教学内容	教学方式	作业
1	2	<b>Unit 1 Marketing: Creating Customer Value and Engagement</b> 1.1 What is Marketing?	Bilingual Lecture. Seminar. Case analysis.	
2	2	1.2 Understanding the Marketplace and Customer Needs 1.3 Designing a Customer Value-Driven Marketing Strategy and Plan	Bilingual Lecture. Seminar. Case analysis.	
3	2	1.4 Managing Customer Relationship and Capturing Customer Value 1.5 The Changing Marketing Landscape	Bilingual Lecture. Seminar. Application	Chaoxing APP: Exercise
4	2	<b>Group Presentation : Case Analysis of Green Marketing</b>	Bilingual Lecture. Case analysis.	Group Presentation : Case Analysis of Green Marketing
5	2	<b>Unit 3 Analyzing the Marketing Environment</b> 1.1 The Microenvironment and Macroenvironment	Bilingual Lecture. Seminar. Case analysis.	

		1.2 The Microenvironment		
6	2	1.3The Macroenvironment	Bilingual Lecture. Seminar. Application	
7	2	1.4Responding to the Marketing Environment Exercise : SWOT Analysis	Case study.	Exercise : SWOT Analysis
8	2	<b>Qingming Festival</b>	Bilingual Lecture. Seminar. Case analysis.	
9		<b>Unit 4 Managing Marketing Information to Gain Customer</b> 1.1Marketing Information and Customer Insights 1.2Assessing Information Needs and Development Data 1.4Analyzing and Using Marketing Information	Bilingual Lecture. Seminar. Application	
10	2	1.3 Marketing Research Exercise: Questionnaire	Bilingual Lecture. Seminar. Case analysis.	Exercise : Questionnaire
11	2	<b>Unit 5 Consumer Markets and Buyer Behavior</b> 1.1 Model of Consumer Behavior 1.3 Buying Decision Behavior and the Buyer Decision Process	Bilingual Lecture. Seminar. Case analysis.	
12	2	1.2Characteristics Affecting Consumer Behavior	Bilingual Lecture. Seminar. Case analysis.	Chaoxing APP: Exercise
13	2	International Workers' Day	Bilingual Lecture. Seminar. Case analysis.	
14	2	<b>Unit 6 Business Markets and Business Buyer Behavior</b>	Bilingual Lecture. Seminar. Case analysis.	Chaoxing APP: Exercise
15	2	<b>Unit 7 Creating Value for Target Customers</b> 1.1Marketing Segmentation	Bilingual Lecture. Seminar. Case analysis.	
16	2	1.2Marketing Targeting 1.3Differentiation and Positioning	Bilingual Lecture. Seminar. Case analysis.	Chaoxing APP: Exercise
17	2	<b>Unit 2 Company and Marketing Strategy</b>	Bilingual Lecture. Seminar.	

		1.1 Defining Marketing Role 1.2 Designing the Business Portfolio	Case analysis.	
18	2	1.3 Planning Marketing 1.4 Marketing Strategy and the Marketing Mix	Bilingual Lecture. Seminar. Case analysis.	Chaoxing APP: Exercise
19	2	<b>Unit 18 : Competitive Marketing Strategy</b>	Bilingual Lecture. Seminar. Case analysis.	Chaoxing APP: Exercise
20	2	<b>Unit 8-9 Products, Services and Brands</b> 1.1 What is a Product? 1.2 Product and Service Decisions 1.4 Package	Bilingual Lecture. Seminar. Case analysis.	Chaoxing APP: Exercise
21	2	1.3 Product Life-cycle Strategies 1.5 The New Product Development Process Unit 8 Branding Strategy	Bilingual Lecture. Seminar. Case analysis.	Chaoxing APP: Exercise
22	2	<b>Unit 10-11 Pricing</b> 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		Chaoxing APP: Exercise
23	2	<b>Unit 12-13 Marketing Channels</b> 1.1 Channel Behavior 1.2 Channel Design Decisions 1.3 Retailing and Wholesaling	Bilingual Lecture. Seminar. Case analysis.	Chaoxing APP: Exercise
24	2	<b>Unit 14-17 Integrated Marketing Communications Strategy</b> 1.1 Promotion 1.2 Advertising and Public Relations 1.3 Personal Selling 1.4 Sales Promotion	Bilingual Lecture. Seminar. Case analysis.	

### 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