

## 《市场营销》教学大纲 Syllabus

课程名称: 市场营销 08100038	课程类别 (必修/选修): 选修 Elective – 全英课程 <b>English Curriculum</b>
课程英文名称: 《Principles of Marketing》	
总学时/周学时/学分: 48/3/3	其中实验/实践学时: 16 hours
先修课程: Microeconomics, Macroeconomics, International Trade; or have completed any fundamental business-related courses that will be helpful.	
后续课程支撑: International Business-related courses.	
授课时间: <b>weeks1-16</b> 周三[5-7 节]- Wednesday [Class3-4]	授课地点: 莞城 3202- Town Campus 3202
授课对象: 2022 金融管理产学国际 1 班- 2022 Economics and Finance (Financial Management Industry-University International Program, FMI)	
开课学院: 经济与管理学院 School of Economics and Management	
任课教师姓名/职称: 方向/讲师 Xiang FANG/Lecturer	
答疑时间、地点与方式: 14:00-17:00 Thursday (by appointment) at Room 2303, Guancheng Campus / Online: WeChat Class Group	
课程考核方式: 开卷 ( ) 闭卷 ( ) Assignment/Report/Presentation (✓) Other (✓), see Assessment and Grading contents below.	
<p>使用教材: Philip Kotler and Gary Armstrong (2016), Principles of Marketing, Global Edition, 16th Edition, Pearson 9781292092485</p> <p>教学参考资料:</p> <ol style="list-style-type: none"> <li>1. Alex Chernev (2011), Strategic Marketing Management (6th edition), Cerebellum Press</li> <li>2. Philip Kotler and Kevin Keller (2011), Marketing Management (14th edition), Pearson PrenticeHall</li> <li>3. Homburg, C., Kuester, S. and Krohmer, H. (2009), Marketing Management: A Contemporary Perspective, McGrawHill</li> <li>4. Jobber, D. (2010), Principles and Practice of Marketing (6th edition), McGrawHill</li> <li>5. Lambin, J-J, Chumpitaz, R. &amp; Schuiling, I. (2007), Market-driven management: Strategic and operational marketing (2nd edition). London: Palgrave Macmillan</li> <li>6. Summary Principles of Marketing (Kotler): <a href="https://www.worldsupporter.org/nl/chapter/41521-summary-principles-marketing-armstrong-kotler">https://www.worldsupporter.org/nl/chapter/41521-summary-principles-marketing-armstrong-kotler</a></li> <li>7. Principles of Marketing: <a href="https://courses.lumenlearning.com/wmopen-principlesofmarketing/">https://courses.lumenlearning.com/wmopen-principlesofmarketing/</a></li> <li>8. Principles of Marketing: <a href="https://www.teamstudy.com/schools/utm-university-of-toronto-mississauga-10002/subjects/management-10033/courses/mgt252-principles-of-marketing-5214">https://www.teamstudy.com/schools/utm-university-of-toronto-mississauga-10002/subjects/management-10033/courses/mgt252-principles-of-marketing-5214</a></li> </ol>	

**Course Description:**

This course introduces students to the fundamental principles of marketing, marketing management and its role in business. The approach taken in this course will enable students to gain a broad understanding of the theoretical and practical issues surrounding marketing decision making. This course examines our present-day marketing system from a managerial point of view and has a current events component to help emphasize the marketing principles in today's business world from the perspective of China's national conditions and development needs. Subjects covered include consumers, market research and target markets, feasibility analysis, products, promotion, channels of distribution, pricing, international marketing and use of technology in marketing.

Value Education is crucial parts of the learning course, which could significantly facilitate students to improve the learning effect and outcome of combining theory with practice in line with socialist core values, professionalism, ethics, moral principles and guidance of moral values.

**Course Learning Objectives and its supporting on the requirement for graduation::**

<b>Course Learning Objectives</b>	<b>Measurements on Requirement for Graduation</b>	<b>Requirement for Graduation</b>
CO1: To explore and further students' understanding of marketing principles. Having a broad understanding of consumers and the marketing behaviour of firms.	2-4	2
CO2: To assess a sound market presence, position, and appropriate target markets for products and services.	2-5	2
CO3: To attain a broader understanding of both the internal and external marketing environments.	4-2	4

理论教学进程表 - Learning Plan

Week	Topic	Instructor	Hours	Contents (Key point, Difficulty, Value Education)	Instructional Mode Blended/Offline	Teaching Activities	Assignment	Course L0s
1	Introduction of customer-driven marketing and value of customer	Xiang FANG	2+1(P)	<p>Contents:</p> <p>Marketing: Creating Customer Value and Engagement</p> <p>Key points:</p> <ul style="list-style-type: none"> <li>-creating value for customers</li> <li>-capturing value from customers</li> </ul> <p>key elements of a customer-driven marketing strategy</p> <p>Difficulties:</p> <p>Marketing doesn't equal to advertisement.</p> <p>Identify five core marketplace concepts.</p> <p>Value Education:</p> <ul style="list-style-type: none"> <li>• By introducing the definition of marketing, the differences between marketing and advertising, the importance of customer relationship management, the lecturer inspires students to discuss and ponder the ethical and lawful issues of</li> </ul>	Offline	<p>Lecture Q&amp;A</p> <p>Group Discussion</p>	<p>Case Study: Creating Customer Value &amp; Relationships</p> <p>Short analysis: Value of products and service</p>	CO1

				<p>appropriately and legitimately developing strategies for creating value for customers.</p> <ul style="list-style-type: none"> <li>• The business ethics of the enterprise: which behaviors in the marketing promotion behavior may produce the result of infringement and deception?</li> <li>• Professionalism of business practitioners: In terms of profit-driven and behavioral ethics, what aspects of professionalism, norms and codes of conduct should practitioners pay attention to?</li> <li>• Corporate Social Responsibility, Ethics for Marketing Employees, Social Responsibility in Marketing Strategy.</li> </ul>				
2	Marketing's role in strategic planning and the forces that influences customer value-driven marketing strategy	Xiang FANG	2+1(P)	<p>Contents:</p> <p>Customer Needs, Wants, and Demands The five core marketplace concepts</p> <p>Key points:</p> <ul style="list-style-type: none"> <li>-Customer Needs, Wants, and Demands</li> <li>- Market Offerings – Products, Services, and Experiences</li> <li>- Customer Value and Satisfaction</li> <li>- Exchanges and Relationships</li> <li>- Markets</li> </ul> <p>Difficulties:</p>	Offline	<p>Lecture Q&amp;A</p> <p>Group Discussion</p>	<p>Practical Task:</p> <p>utilising SWOT to analyse a business entity to understand its Customer Expectation and marketing myopia.</p>	CO1 CO2

				<p>Customer Needs, Wants, and Demands, Marketing Myopia</p> <p>Value Education:</p> <ul style="list-style-type: none"> <li>• Lead students to discuss the ethical issue of managing customer engagement and establishing a value-driven customer relationship</li> <li>• Should the company's operation start from both its own value and the long-term interests of consumers?</li> <li>• If the company can find a balance from the perspective of customer expectations and establishing long-term customer relationships, can it better create business culture and business ethics?</li> </ul>				
3	The influences and changes of environmental forces and marketing decisions	Xiang FANG	2+1(P)	<p>Contents:</p> <p>Designing a customer-driven marketing strategy</p> <p>Key points:</p> <ul style="list-style-type: none"> <li>- Marketing management is defined as the art and science of choosing target markets and building profitable relationships with them.</li> <li>- The marketing manager must answer two important questions.</li> </ul> <p>Difficulties:</p>	Offline	<p>Lecture Q&amp;A</p> <p>Group Discussion</p>	<p>Case Problem-solving Task:</p> <p>How to respond to the changing marketing environment from a managerial perspective after people's secondary beliefs are influenced by KOLs.</p>	

				<p>What customers will we serve (what's our target market)?</p> <p>How can we serve these customers best (what's our value proposition)?</p> <p>Up-selling &amp; Cross-selling</p> <p>Value Education:</p> <ul style="list-style-type: none"> <li>• What problems will the company face when the marketing behavior of the company destroys the interests of social groups?</li> <li>• From which aspects should the company's marketing behavior pay attention to the impact on society and consumers, guidance and the dissemination of correct values?</li> </ul>				CO1 CO2
4	Defining the marketing information system and managing the marketplace elements.	Xiang FANG	2+ 1(P)	<p>Contents:</p> <p>Customer relationship management</p> <p>Building customer relationships</p> <p>Key points:</p> <ul style="list-style-type: none"> <li>- Customer Relationship Management</li> <li>- Engaging Customers</li> <li>- Partner Relationship Management</li> </ul> <p>Difficulties:</p> <p>Creating Customer Value Loyalty &amp; Retention</p>	Offline	<p>Lecture Q&amp;A</p> <p>Group Discussion</p>	<p>Case Study: Consumer-Generated Marketing Questionnaire Designing Task</p>	

				<p>Growing Share of Customer Building Customer Equity</p> <p>Value Education:</p> <ul style="list-style-type: none"> <li>• Why do you use Down-selling techniques, and is there any motive behind the company's profit-driven approach?</li> <li>• In the process of sales promotion by marketing practitioners, what aspects should we protect the interests of customers?</li> </ul>				CO1 CO3
5	Consumer buying influences and processes	Xiang FANG	2+1(P)	<p>Contents:</p> <p>The Changing Marketing Landscape</p> <p>Key points:</p> <ul style="list-style-type: none"> <li>-The Digital Age</li> <li>-Not-for-Profit</li> <li>-Rapid Globalization</li> <li>-Sustainable Marketing</li> </ul> <p>Difficulties:</p> <p>The changing economic environment and the growth of not-for-profit marketing</p> <p>Value Education:</p> <ul style="list-style-type: none"> <li>• Should non-profit organizations and institutions use marketing means to operate?</li> <li>• Do non-profit organizations and institutions also have moral</li> </ul>	Offline	<p>Lecture Q&amp;A</p> <p>Group Discussion</p>	<p>Case Study: The Growth of Not-for-Profit Marketing</p> <p>Create a shortlist of marketing ideas that can apply social networking to increase business revenues and brand influence</p>	CO1 CO3

				hazard? What does professional ethics include?				
6	Define the business market and explain how business markets differ from consumer markets.	Xiang FANG	2+ 1(P)	<p>Contents:</p> <p>Company-Wide Strategic Planning: Defining Marketing's Role</p> <p>Key points:</p> <p>-Explain company-wide strategic planning and its four steps. -Company-Wide Strategic Planning: Defining Marketing's Role</p> <p>Difficulties:</p> <p>Strategic Planning Steps in Strategic Planning Defining a Market-Oriented Mission Setting Company Objectives and Goals</p> <p>Value Education:</p> <ul style="list-style-type: none"> <li>• When considering Value, in addition to considering the value of brands, products, and services, should we also consider the interchangeability of value from the perspective of customer expectations and satisfaction?</li> <li>• When a company sets up its own Mission and Vision, should the</li> </ul>	Offline	<p>Lecture Q&amp;A</p> <p>Group Discussion</p>	<p>Case Study: Brand Engagement - Nike+ community.</p> <p>Case Problem-solving Task:</p> <p>What marketing approaches and strategies would you implement to facilitate the supplier development program?</p>	CO1 CO2



				impact on customers and society be taken into consideration?				
7	The major bases for segmenting consumer and business markets.	Xiang FANG	2+ 1(P)	<p>Contents:</p> <p>Designing the Business Portfolio</p> <p>Planning Marketing:</p> <p>Partnering to Build Customer Relationships</p> <p>Key points:</p> <ul style="list-style-type: none"> <li>- Analyzing the Current Business Portfolio</li> <li>- Strategies for Growth and Downsizing</li> <li>- Partnering with Other Company Departments</li> <li>- Partnering with Others in the Marketing System</li> </ul> <p>Difficulties:</p> <p>Growth-share matrix</p> <p>Value Education:</p> <ul style="list-style-type: none"> <li>• Why do you consider establishing external partnerships, and how to achieve long-term win-win for the interests of multiple parties, so as to avoid focusing on short-term interests?</li> <li>• If you do marketing from the perspective of Supply Chain, is there a short-term profit-oriented</li> </ul>	Offline	<p>Lecture Q&amp;A</p> <p>Group Discussion</p>	<p>Case Study- Example of How to Use the Ansoff Matrix</p> <p>Reading: Supplementary materials</p>	<p>CO1</p> <p>CO2</p> <p>CO3</p>

				approach, and will it harm the interests of consumers in this way?				
8	Branding strategy—the decisions companies make in building and managing their brands.	Xiang FANG	2+1(P)	<p>Contents:</p> <p>Key: Marketing Strategy and the Marketing Mix</p> <p>Marketing Analysis</p> <p>Key points:</p> <ul style="list-style-type: none"> <li>-Customer Value-Driven Marketing Strategy</li> <li>- Developing an Integrated Marketing Mix</li> </ul> <p>Difficulties:</p> <p>SWOT Tool</p> <p>Managing the Marketing Effort</p> <p>Managing Return on Marketing Investment</p> <p>Value Education:</p> <ul style="list-style-type: none"> <li>• When a company uses its own marketing energy to infringe on the rights and interests of users, what restrictions should it be subject to?</li> <li>• In terms of commercial interests, political interests, and user interests, how should companies constrain their own ethical standards in marketing and other activities?</li> </ul>	Offline	<p>Lecture Q&amp;A</p> <p>Group Discussion</p>	<p>Key: Market Differentiation and Positioning</p> <p>Practical Task: Analyse a product or service's core customer value</p>	CO1 CO3

9	New product development process and the major considerations	Xiang FANG	2+1(P)	<p>Contents:</p> <p>the environmental forces that affect the company's ability to serve its customers.</p> <p>How changes in the demographic and economic environments affect marketing decisions.</p> <p>Key points:</p> <ul style="list-style-type: none"> <li>- The Marketing Microenvironment</li> <li>- The Marketing Macroenvironment</li> </ul> <p>Difficulties:</p> <p>Demographic Environment Economic Environment Income Distribution</p> <p>Ethical and Political Learnings:</p> <ul style="list-style-type: none"> <li>• Discuss and ponder how marketers should give great importance to social responsibility and public regulations when making product decisions.</li> <li>• Why do companies pay attention to interdepartmental cooperation and communication in the internal environment? When analyzing elements of the company's internal environment, what aspects need to be considered for professional conduct and ethics</li> </ul>	Offline	<p>Lecture Q&amp;A</p> <p>Group Discussion</p>	<p>Case Study: MICROSOFT: Adapting to the Fast-Changing Digital Marketing Environment</p> <p>Reading Supplementary materials</p>	<p>CO1</p> <p>CO2</p> <p>CO3</p>
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				between departments and departmental cooperation?				
10	Pricing strategies and pricing decision	Xiang FANG	2+1(P)	<p>Contents:</p> <p>Identify the major trends in the firm's natural and technological environments.</p> <p>The key changes in the political and cultural environments.</p> <p>Responding to the Marketing Environment</p> <p>Key points:</p> <ul style="list-style-type: none"> <li>- Natural Environment</li> <li>- Technological Environment</li> <li>- Political and Social Environment</li> <li>- Cultural Environment</li> </ul> <p>Difficulties:</p> <p>Social Environment Responding to the Marketing Environment</p> <p>Value Education:</p> <ul style="list-style-type: none"> <li>• Behind the business operation and the establishment of national beliefs.</li> <li>• When analysing the external environment, how does the corporate marketing plan balance and consider the balance between corporate interests, social responsibilities, and national loyalty?</li> </ul>	Offline	<p>Lecture Q&amp;A</p> <p>Group Discussion</p>	<p>Case Study: In the Social Media Age: When the Dialog Gets Nasty</p> <p>Self-study assignment: Costs at different levels of production</p>	<p>OC1</p> <p>OC2</p>

11	How companies adjust their prices to take into account different types of customers and situations.	Xiang FANG	2+1(P)	<p>Contents:</p> <p>Managing Marketing Information to Gain Customer Insights</p> <p>Key points:</p> <ul style="list-style-type: none"> <li>- Assessing Marketing Information Needs</li> <li>- Developing Marketing Information</li> </ul> <p>Difficulties:</p> <p>Gaining insights about the marketplace and customers.</p> <p>Competitive Marketing Intelligence</p> <p>Ethical and Political Learnings:</p> <ul style="list-style-type: none"> <li>• Why Marketers should pay careful attention to the social and legal issues when making pricing decisions.</li> <li>• When using market information and data, is there or is there any behavior that violates consumers or social groups?</li> <li>• Do companies and businesses have the right to sell and disclose the personal consumer information they collect in the market?</li> </ul>	Offline	<p>Lecture Q&amp;A</p> <p>Group Discussion</p>	<p>Case Study- PEPSI'S MARKETING INSIGHT: Pepsi Drinkers "Live for Now"</p> <p>Practical Task:</p> <p>Analysis of a psychological pricing case.</p>	<p>CO1</p> <p>CO2</p> <p>CO3</p>
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12	Marketing Channels and the integration of marketing logistics and supply chain management	Xiang FANG	2+1(P)	<p>Contents:</p> <ul style="list-style-type: none"> <li>- Outline the steps in the marketing research process.</li> <li>- Marketing Research</li> <li>- Analyzing and Using Marketing Information</li> </ul> <p>Key points:</p> <p>Gathering Secondary Data Primary Data Collection Implementing the Research Plan Interpreting and Reporting Findings</p> <p>Difficulties:</p> <p>Explain how companies analyze and use marketing information.</p> <p>Ethical and Political Learnings:</p> <ul style="list-style-type: none"> <li>• Should the company abide by certain laws and regulations and conduct when collecting user information?</li> <li>• What risks do information misuse and information leakage pose to companies?</li> </ul>	Offline	<p>Lecture Q&amp;A</p> <p>Group Discussion</p>	<p>Case Study - Facebook Data Privacy Scandal</p> <p>Short Question:</p> <p>How a vertical marketing system differs from a conventional distribution channel?</p>	CO1 CO2
13				<p>Contents:</p> <p>Define the consumer market and construct a simple model of consumer buyer behavior.</p> <p>Key points:</p>	Offline	<p>Lecture Q&amp;A</p>	<p>Case study: GoPro: Be a HERO!</p> <p>Practical Task:</p>	

	The wheel of retailing concept and the major trends & developments in retailing	Xiang FANG	2+ 1(P)	<p>- Model of Consumer Behavior - Characteristics Affecting Consumer Behavior</p> <p>Difficulties:</p> <p>The four major factors that influence consumer buyer behavior.</p> <p>Value Education:</p> <ul style="list-style-type: none"> <li>• When the company's psychological marketing has an impact on consumers, what issues should we pay attention to?</li> <li>• When marketing consumers to pay through different factors, what untrue and consumer-infringing market operations should the company avoid?</li> </ul>		Group Discussion	<p>Go to a local power centre. Make a list of all the stores located there.</p> <p>Which of these stores serve as the anchor and which stores are dependent on the anchor?</p>	CO1 CO2 CO3
14	Various marketing promotion mix tools and marketing communication	Xiang FANG	2+ 1(P)	<p>Contents:</p> <p>Define the major types of buying decision behavior and the stages in the buyer decision process.</p> <p>Key points:</p> <ul style="list-style-type: none"> <li>- Types of Buying Decision Behavior</li> <li>- The Buyer Decision Process</li> </ul> <p>Difficulties:</p> <p>Describe the adoption and diffusion process for new products.</p>	Offline	<p>Lecture Q&amp;A</p> <p>Group Discussion</p>	<p>Case Study- Groups and Social Networks</p> <p>Analysis Task:</p> <p>Name a marketing communication stereotype and explain the implication.</p>	CO1 CO2 CO3

				<p>The Buyer Decision Process for New Products</p> <p>Value Education:</p> <ul style="list-style-type: none"> <li>• Discuss the western stereotypes that diminish the marketing ethics during the process of marketing communication.</li> <li>• How to find a balance point in word-of-mouth marketing to help the company carry out reasonable, legal and profitable marketing activities?</li> <li>• What ethics and codes of conduct should the company pay attention to when selecting cooperative traffic bloggers and opinion leaders?</li> </ul>				
15	Advertising and its impacts on brand's value proposition	Xiang FANG	2+1(P)	<p>Contents:</p> <p>Define the business market and explain how business markets differ from consumer markets.</p> <p>Key points:</p> <ul style="list-style-type: none"> <li>- Identify the major factors that influence business buyer behavior.</li> <li>- List and define the steps in the business buying decision process.</li> </ul> <p>Difficulties:</p> <p>Compare the institutional and government markets and explain</p>	Offline	<p>Lecture Q&amp;A</p> <p>Group Discussion</p>	<p>Case Study - KARMSOLAR: Building Partnerships and Providing Cheap Sustainable Solutions</p> <p>Practical Task:</p> <p>Find an example of a promotional campaign that has employed messages through at</p>	<p>CO1</p> <p>CO2</p>



				<p>how institutional and government buyers make their buying decisions.</p> <p>Value Education:</p> <ul style="list-style-type: none"> <li>• Marketers should not overlook the public relations' impacts on the public.</li> <li>• When conducting B2B procurement between organizations, why do employees in the procurement department of the enterprise need to carefully handle the relationship between buyers and sellers.</li> <li>• In the commercial procurement process, should the company establish a regulatory review department, and why?</li> </ul>			least three different media types.	
16	Two IMC elements of the promotion mix	Xiang FANG	2+1(P)	<p>Contents:</p> <p>Define the four major steps in designing a customer-driven marketing strategy.</p> <p>The major bases for segmenting consumer and business markets.</p> <p>Key Points:</p> <ul style="list-style-type: none"> <li>- Market segmentation,</li> <li>- Market targeting,</li> <li>- Market differentiation</li> <li>- Positioning segmentation.</li> </ul>	Offline	<p>Lecture Q&amp;A</p> <p>Group Discussion</p>	<p>Case Study:</p> <p>AIRASIA: Success in Targeting the Right Markets</p> <p>Role-play Activity:</p> <p>Select a product or service and role-play a marketing campaign,</p>	<p>CO1</p> <p>CO2</p> <p>CO3</p>

				<p>Difficulties:</p> <p>How companies identify attractive market segments and choose a market targeting strategy.</p> <p>Value Education:</p> <ul style="list-style-type: none"> <li>Are the indicators used for each type of customer classification sure to accurately locate the needs of customers?</li> <li>When classifying customers, besides social class, wealth, skin color and gender, are there any other hidden attributes that can be used to classify customer needs?</li> </ul>			raising at least three objections.	
Total:			32Hrs	N.B.: (P): Practical hours				

实践教学进程表 – Practice Plan

Week	Topic	Instructor	Hours	Contents (Key point, Difficulty, Value Education)	Instructional Mode (Verification / Integration / Design)	Activities	Supported Measurements Course L0s
1	Market Segmentation	Xiang FANG	1(P)	<p>Contents:</p> <p>Use the Internet to search for salary information regarding jobs in marketing in your country or region.</p> <p>What is the national average salary for five different jobs in marketing?</p>	Integrated	Lecture, group discussion and a short presentation	CO1  CO3

				How do the averages compare in different areas of the country?			
2	Customer Value-Driven Marketing Strategy	Xiang FANG	1(P)	<p>Contents:</p> <p>Create a mission statement for a nonprofit organization you would be interested in starting. Have another student evaluate your mission statement while you evaluate the other student's statement, suggesting areas of improvement.</p>	Integrated	Lecture, group discussion and a short presentation	CO1 CO3
3	Marketing Technological Environment	Xiang FANG	1(P)	<p>Contents:</p> <p>Discuss a recent change in the technological environment that impacts marketing. How has it affected buyer behaviour and how has it changed marketing?</p>	Integrated	Lecture, group discussion and a short presentation	CO1 CO3
4	Marketing Research	Xiang FANG	1(P)	<p>Contents:</p> <p>In a small group, identify the steps a business organization might need to take to carry out market research in an overseas market. Suggest how the marketing research process needs to be framed. Discuss whether the business would be</p>	Integrated	Lecture, group discussion and a short presentation	CO1 CO3

				best advised to have someone do the research for it or do it.			
5	Cultural factors affecting Consumer Behaviour	Xiang FANG	1(P)	Contents: What is subculture? Describe at least two subcultures to which you belong to and identify any reference groups that might influence your consumption behaviour.	Integrated	Lecture, group discussion and a short presentation	CO1 CO3
6	Business Buyer Behavior	Xiang FANG	1(P)	Contents: Explain what a business marketer needs to know and what he or she needs to understand about the customer.	Integrated	Lecture, group discussion and a short presentation	CO1 CO3
7	Segmenting Consumer Markets	Xiang FANG	1(P)	Contents: Marketing segmentation is widely used by advertisers in promoting products to potential consumers. Find examples of local print ads that match each of the major consumer segmentation variables. What is the target market for each ad? Why has the advertiser chosen a particular segmentation variable for each ad?	Integrated	Lecture, group discussion and a short presentation	CO1 CO3
8	Service Marketing: The Nature & Characteristics of a Service	Xiang FANG	1(P)	Contents: Explain why a services marketing strategy needs a mix of external, internal, and interactive marketing to succeed.	Integrated	Lecture, group discussion and a short presentation	CO1 CO3

9	The New Product Development Process	Xiang FANG	1(P)	Contents: What decisions must be made once a company decides to go ahead with commercialization for a new product?	Integrated	Lecture, group discussion and a short presentation	CO1 CO3
10	Customer Value-Based Pricing	Xiang FANG	1(P)	Contents: Discuss your perceptions of value and how much you are willing to pay for the following products: automobiles, frozen dinners, jeans, and athletic shoes. Are there differences among members of your group? Explain why those differences exist.	Integrated	Lecture, group discussion and a short presentation	CO1 CO3
11	New product pricing management	Xiang FANG	1(P)	Contents: Define captive-product pricing and give examples. What must marketers be concerned about when implementing this type of pricing?	Integrated	Lecture, group discussion and a short presentation	CO1 CO3
12	Marketing Logistics and Supply Chain Management	Xiang FANG	1(P)	Contents: Are third-party logistics providers used in your country or region? Explain why they are or are not used.	Integrated	Lecture, group discussion and a short presentation	CO1 CO3
13	Retailing and Wholesaling	Xiang FANG	1(P)	Contents: Compare and contrast brokers and agents with merchant wholesalers.	Integrated	Lecture, group discussion	CO1 CO3

14	Socially Responsible Marketing Communication	Xiang FANG	1(P)	<p>Contents: Find three examples of advertisements that incorporate socially responsible marketing in the message. Some companies are criticized for exploiting social issues or organizations by promoting them for their own gain. Do the examples you found to do that? Explain</p>	Integrated	Lecture, group discussion and a short presentation	CO1 CO3
15	The Role and Impact of PR	Xiang FANG	1(P)	<p>Contents: Many countries now have award ceremonies celebrating excellence in marketing. Research such events in your own country. What does the field of public relations encompass?</p>	Integrated	Lecture, group discussion and a short presentation	CO1 CO3
16	Social Selling: Online, Mobile, and Social Media Tools	Xiang FANG	1(P)	<p>Contents: Think about a time when you were targeted by a sales promotion. How did the marketer distribute the sales promotion? What was the purpose of the sales promotion, and was it effective?</p>	Integrated	Lecture, group discussion and a short presentation	CO1 CO3
Total:			16Hrs	N.B.: (P): Practical hours			

课程考核 - Assessment/Grading

Course LOs	Graduation Supported Measurements	Assessments and Grading Percentage (%)				Percentage (100%)
		Assignment	Value Education/Discussion	Literature Report	Final Term Presentation	
CO1	2-4	20	0	0	0	20
CO2	2-5	0	20	0	0	20
CO3	4-2	0	0	30	30	60
Total		20	20	20	30	100

备注：1) 根据《东莞理工学院考试管理规定》第十二条规定：旷课3次（或6课时）学生不得参加该课程的期终考核。2) 各项考核标准见附件所示。

大纲编写时间：2024年2月28日 Syllabus Submission Date: 2024.2.28

系（部）审查意见- School Reviewal: Agree

Signature 系（部）主任签名：范鹏

Date 日期：2024年3月2日

备注：

## Appendix: Grading Criteria Rubrics:

Course Learning Objective	Assignment/Quiz - Grading Criteria			
	A (100)	B (85)	C (70)	D (0)
Understanding of the topic (OL1)	Writing shows a strong understanding of the topic-related theoretical knowledge	Writing shows a clear understanding of the topic-related theoretical knowledge	Writing shows adequate understanding of the topic-related theoretical knowledge	Writing shows little understanding of the topic-related theoretical knowledge
Addressing the topic (OL2)	Writing fully addresses the topic-related problems, issues, or questions.	Writing clearly addresses the topic-related problems, issues, or questions.	Writing adequately addresses the topic-related problems, issues, or questions.	Writing merely addresses the topic-related problems, issues, or questions.
Analyzing the topic and practical application (OL3)	Writing shows a comprehensive analysis of the internal and external factors of the topic along with practical opinions or suggestions on the topic-related questions.	Writing shows a clear analysis of the internal and external factors of the topic along with practical opinions or suggestions on the topic-related questions.	Writing shows adequate analysis of the internal and external factors of the topic along with practical opinions or suggestions on the topic-related questions.	Writing shows little analysis of the internal and external factors of the topic along with little practical opinions or suggestions on the topic-related questions.



Course Learning Objective	Discussion - Grading Criteria			
	A (100)	B (85)	C (70)	D (0)
Understanding of the topic (OL1)	Opinion shows a strong understanding of the topic-related theoretical knowledge	Opinion shows a clear understanding of the topic-related theoretical knowledge	Opinion shows adequate understanding of the topic-related theoretical knowledge	Opinion shows little understanding of the topic-related theoretical knowledge
Addressing the topic (OL2)	Opinion fully addresses the topic-related problems, issues, or questions.	Opinion clearly addresses the topic-related problems, issues, or questions.	Opinion adequately addresses the topic-related problems, issues, or questions.	Opinion merely addresses the topic-related problems, issues, or questions.
Analyzing the topic with Critical thinking and practical application (OL3)	Opinion shows a comprehensive analysis of the internal and external factors of the topic with practical opinions or suggestions on the topic-related questions.	Opinion shows a clear analysis of the internal and external factors of the topic along with practical opinions or suggestions on the topic-related questions.	Opinion shows adequate analysis of the internal and external factors of the topic along with practical opinions or suggestions on the topic-related questions.	Opinion shows little analysis of the internal and external factors of the topic along with few practical opinions or suggestions on the topic-related questions.

Course Learning Objective	Literature - Grading Criteria			
	A (100)	B (85)	C (70)	D (0)
Integration of Knowledge (CO1)	The paper demonstrates that the student fully understands and has applied concepts learned in the course. Concepts are integrated into the writer's own insights.	The paper demonstrates that the students, for the most part, understands and has applied concepts learned in the course.	The paper shows adequate understanding of the topic-related theoretical knowledge. Information is gathered from a limited number of sources.	The paper shows little understanding of the topic-related theoretical knowledge. Information is gathered from a single source.
Addressing the topic (OL2)	<p>The paper fully addresses the topic-related problems, issues, or questions.</p> <p>The paper Provides compelling and accurate evidence to support in-depth the central position. Research sources are highly relevant, accurate, and reliable and add to the strength of the paper; and are effectively referenced and cited throughout the paper.</p>	<p>The paper clearly addresses the topic-related problems, issues, or questions.</p> <p>The paper provides essential, accurate evidence to support the central position. Research sources are mostly relevant, accurate, and reliable. Sources are referenced and cited appropriately throughout the paper for the most part.</p>	<p>The paper adequately addresses the topic-related problems, issues, or questions.</p> <p>The paper provides some evidence to support the central position with only a few research sources. Some sources may not be relevant, accurate, and reliable and/or appropriately referenced and cited in the paper.</p>	<p>The paper merely addresses the topic-related problems, issues, or questions.</p> <p>The paper lacks sufficient research sources to support the central position and/or, if included, are generally not relevant, accurate, or reliable. Contains numerous factual mistakes, omissions, or oversimplifications. Sources, if included, are</p>

				not properly referenced and cited in the paper.
Analysing the topic, Critical thinking and practical application (OL3)	<p>The paper shows comprehensive analysis of the internal and external factors of the topic.</p> <p>Demonstrates a sophisticated understanding and careful, critical analysis of the research topic and thesis (argument). Compares/contrasts perspectives, considers counter arguments or opposing positions, and draws original and thoughtful conclusions with future implications.</p> <p>The paper shows comprehensively critical thinking along with practical ideas or suggestions on the topic-related questions.</p>	<p>The paper shows clear analysis of the internal and external factors of the topic.</p> <p>Demonstrates an understanding and some critical analysis of the research topic and thesis (argument). Adequately compares/contrasts perspectives, counter-arguments, or opposing positions but broader connections and/or implications are not as thoroughly explored.</p> <p>The paper shows clearly critical thinking along with practical ideas or suggestions on the topic-related questions.</p>	<p>The paper shows adequate analysis of the internal and external factors of the topic.</p> <p>Demonstrates general understanding with limited critical analysis of the research topic and thesis (argument). Summarizes perspectives, counter-arguments, or opposing positions.</p> <p>The paper shows adequately critical thinking along with practical ideas or suggestions on the topic-related questions.</p>	<p>The paper shows little analysis of the internal and external factors of the topic.</p> <p>Demonstrates a lack of understanding and inadequate analysis of the research topic and thesis. Analysis is superficial based on opinions and preferences rather than critical analysis.</p> <p>The paper shows no critical thinking along with little practical ideas or suggestions on the topic-related questions.</p>

Course Learning Objective	Presentation - Grading Criteria			
	A (100)	B (85)	C (70)	D (0)
Understanding of the topic (OL1)	Presentation shows a strong understanding of the topic-related theoretical knowledge	Presentation shows a clear understanding of the topic-related theoretical knowledge	Presentation shows adequate understanding of the topic-related theoretical knowledge	Presentation shows little understanding of the topic-related theoretical knowledge
Addressing the topic (OL2)	Presentation fully addresses the topic-related problems, issues, or questions.	Presentation clearly addresses the topic-related problems, issues, or questions.	Presentation adequately addresses the topic-related problems, issues, or questions.	Presentation merely addresses the topic-related problems, issues, or questions.
Analyzing the topic with Critical thinking and practical application (OL3)	Presentation shows a comprehensive analysis of the internal and external factors of the topic along with practical ideas or suggestions on the topic-related questions.	Presentation shows a clear analysis of the internal and external factors of the topic along with practical ideas or suggestions on the topic-related questions.	Presentation shows adequate analysis of the internal and external factors of the topic along with practical ideas or suggestions on the topic-related questions.	Presentation shows little analysis of the internal and external factors of the topic along with few practical ideas or suggestions on the topic-related questions.