


课程详述

COURSE SPECIFICATION

以下课程信息可能根据实际授课需要或在课程检讨之后产生变动。如对课程有任何疑问，请联系授课教师。

The course information as follows may be subject to change, either during the session because of unforeseen circumstances, or following review of the course at the end of the session. Queries about the course should be directed to the course instructor.

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| 1. | 课程名称 Course Title | 整合营销传播：独角兽企业的创建与市场推广 |
| 2. | 授课院系 Originating Department | 高等教育研究中心 |
| 3. | 课程编号 Course Code | ITC010 |
| 4. | 课程学分 Credit Value | 2 |
| 5. | 课程类别 Course Type | 通识选修课程 General Education (GE) Elective Courses (请保留相应选项 Please only keep the relevant information) |
| 6. | 授课学期 Semester | 2023 秋季 Fall |
| 7. | 授课语言 Teaching Language | 英文 English (请保留相应选项 Please only keep the relevant information) |
| 8. | 授课教师、所属学系、联系方式 Instructor(s), Affiliation & Contact (For team teaching, please list all instructors) |  |
| 9. | 实验员/助教、所属学系、联系方式 Tutor/TA(s), Contact | 无 NA (请保留相应选项 Please only keep the relevant information) |
| 10. | 选课人数限额(可不填) Maximum Enrolment (Optional) | |

| 11. 授课方式 Delivery Method | 讲授 Lectures | 习题/辅导/讨论 Tutorials | 实验/实习 Lab/Practical | 其它(请具体注明) Other (Please specify) | 总学时 Total |
|---|----------------|-----------------------|------------------------|-------------------------------------|--------------|
| 学时数 Credit Hours | 32 | 0 | 0 | | 32 |
| 12. 先修课程、其它学习要求 Pre-requisites or Other Academic Requirements | None | | | | |
| 13. 后续课程、其它学习规划 Courses for which this course is a pre-requisite | None | | | | |
| 14. 其它要求修读本课程的学系 Cross-listing Dept. | None | | | | |

教学大纲及教学日历 SYLLABUS

15. 教学目标 Course Objectives

本课程将解决：

1. 全面了解产品管理在技术公司中的作用以及产品经理在各种情况下的责任，考虑到产品特征、行业、公司规模和市场成熟度。
2. 牢牢掌握构成产品管理基本技能的战略框架和战术工具。
3. 以团队形式将这些产品管理技能应用于自己的创业想法的能力。

The overall goal of the course is to prepare students to become effective product managers and product marketers in a startup firm or in a larger technology company by developing:

1. A comprehensive understanding of the role of Product Management in a technology company and the responsibilities of Product Managers in various contexts, considering product characteristics, industry, firm size and market maturity.
2. A firm grasp of the strategic frameworks and tactical tools (deliverables) that form the foundational skills for product management.
3. The ability to apply these product management skills to their own start-up idea in a team-based format.

16. 预达学习成果 Learning Outcomes

1. 通过本节课程的学习，学生将了解课程概览及学习计划，同时能够简单理解产品策略。
2. 通过本节课程的学习，老师将介绍产品管理的基本内容，学生将了解产品的需求和发展。
3. 通过本节课程的学习，学生将了解到商业领域如何针对不同客户进行客户细分，如何匹配对应产品，以及如何针对不同群体采用营销策略，使得学生对产品管理有更深入的了解。
4. 在当今激烈的市场竞争中，企业，尤其大型企业和跨国公司，在全球经济、社会、政治、文化生活中的影响越来越广

泛。通过本节课程的学习，学生将了解如何创建营销、如何进行品牌定位和品牌运营管理。

5. 通过本节课程的学习，教授将通过具体的商业案例分析，使学生更好地了解并学习到商业目标的设定所考虑的方法和因素。

1. Objective: Introduce course plan and understand strategy
2. Objective: Introduce Product Requirement and Development
3. Objective: Learn how to segment customers to for marketing strategy and product insights
4. Objective: Learn how to create marketing positioning and branding messages
5. Objective: Learn goal-setting and measurement

17. 课程内容及教学日历（如授课语言以英文为主，则课程内容介绍可以用英文；如团队教学或模块教学，教学日历须注明主讲人）

Course Contents (in Parts/Chapters/Sections/Weeks. Please notify name of instructor for course section(s), if this is a team teaching or module course.)

模块 1: 业务和产品战略

模块 2: 产品管理概述

模块 3: 客户细分

模块 4: 营销定位和品牌

模块 5: 以 Facebook、eBay、WWE、Digitas 为例的案例分析

Module 1: Business & product strategy

Module 2: Product management overview

Module 3: customer segmentation

Module 4: Marketing positioning and branding

Module 5: Measurement - Facebook, eBay, WWE and digitas cases

18. 教材及其它参考资料 **Textbook and Supplementary Readings**

课程评估 ASSESSMENT

| 19. 评估形式 Type of Assessment | 评估时间 Time | 占考试总成绩百分比 % of final score | 违纪处罚 Penalty | 备注 Notes |
|--|--------------|-------------------------------|-----------------|--------------|
| 出勤 Attendance | 32 学时 | 20% | | |
| 课堂表现 Class Performance | 32 学时 | 20% | | |
| 小测验 Quiz | | | | |
| 课程项目 Projects | | | | |
| 平时作业 Assignments | | | | |
| 期中考试 Mid-Term Test | | | | |
| 期末考试 Final Exam | 论文 | 60% | | 任选一个相关题目撰写论文 |
| 期末报告 Final Presentation | | | | |
| 其它（可根据需要 改写以上评估方式） Others (The above may be modified as necessary) | | | | |

Southern University of Science and Technology

20. 记分方式 GRADING SYSTEM

A. 十三级等级制 Letter Grading
 B. 二级记分制（通过/不通过） Pass/Fail Grading

课程审批 REVIEW AND APPROVAL

21. 本课程设置已经过以下责任人/委员会审议通过
 This Course has been approved by the following person or committee of authority