

## 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.

1.	课程名称 <b>Course Title</b>	营销学 Marketing				
2.	授课院系 <b>Originating Department</b>	信息系统与管理工程系 Division of Information Systems & Management Engineering				
3.	课程编号 <b>Course Code</b>	MIS202				
4.	课程学分 <b>Credit Value</b>	3				
5.	课程类别 <b>Course Type</b>	专业基础课 Major Foundational Courses				
6.	授课学期 <b>Semester</b>	秋季 Fall				
7.	授课语言 <b>Teaching Language</b>	英文 English				
8.	授课教师、所属学系、联系方式（如属团队授课，请列明其他授课教师） <b>Instructor(s), Affiliation &amp; Contact</b> (For team teaching, please list all instructors)	李少波，商学院，lisb3@sustech.edu.cn LI Shaobo, College of Business, lisb3@sustech.edu.cn				
9.	实验员/助教、所属学系、联系方式 <b>Tutor/TA(s), Contact</b>	刘玥，商学院，liuy37@mail.sustech.edu.cn LIU Yue, College of Business, liuy37@mail.sustech.edu.cn				
10.	选课人数限额(可不填) <b>Maximum Enrolment (Optional)</b>	60				
11.	授课方式 <b>Delivery Method</b>	讲授 <b>Lectures</b>	习题/辅导/讨论 <b>Tutorials</b>	实验/实习 <b>Lab/Practical</b>	其它(请具体注明) <b>Other (Please specify)</b>	总学时 <b>Total</b>
	学时数	36	12	0	无 None	48

**Credit Hours**

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<b>12.</b>	先修课程、其它学习要求 <b>Pre-requisites or Other Academic Requirements</b>	无 None
<b>13.</b>	后续课程、其它学习规划 <b>Courses for which this course is a pre-requisite</b>	无 None
<b>14.</b>	其它要求修读本课程的学系 <b>Cross-listing Dept.</b>	无 None

**教学大纲及教学日历 SYLLABUS**

**15. 教学目标 Course Objectives**

	<p>1. 帮助学生对营销学的重要理论产生基本了解，同时运用相关理论揭示日常商业活动背后的原理。</p> <p>2. 帮助学生完成自己的产品营销计划。</p> <p>3. 培养学生定义、检查、评估、分析和综合各种论点和知识的能力，从而形成独立理性判断问题的能力。</p> <p>1. Help students to have a basic understanding of the concepts of marketing and use relevant theories to reveal the principles behind daily business activities.</p> <p>2. Help students to finish their own product marketing plans.</p> <p>3. Develop students' ability to define, examine, evaluate, analyse and synthesize various arguments and knowledge to form independent and rational judgments.</p>
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**16. 预达学习成果 Learning Outcomes**

	<p>1. 学生将对行为经济学，管理学和营销学的经典理论有基本的了解。</p> <p>2. 学生将能够运用课程中学到的理论指导现实生活。</p> <p>3. 学生将能够定义、检查、评估、分析和综合各种论点和知识，从而形成独立理性判断问题的能力。</p> <p>1. Students will have a basic understanding of the classical theories in behavioural economics, management, and marketing.</p> <p>2. Students will be able to apply the theories learnt from this course to guide their lives.</p> <p>3. Students will be able to define, examine, evaluate, analyse and synthesize various arguments and knowledge to form independent rational judgments.</p>
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**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.)**

课程计划:

Each weekly lecture hours will be two hours:

No.	Contents	Textbook Readings	Brief Introduction
1	Course Introduction	Introduction to marketing Overview of customer-driven strategy Analyzing the marketing landscape-macro-environment	Introducing basic information of the course, and the introduction of marketing. Helping students to know the customer-driven strategy and the marketing landscape.
2	History of Marketing	N.A	Introducing the development history of marketing to students.
3	Tutorial Class on Introduction of Harvard Business Review Journal	Harvard Business Review Journal	1. Learning how to use the database in SUSTech library. 2. Learning how to present the main idea of a business paper properly.
4	Harvard Business Review Paper Presentation II	Harvard Business Review Journal	
5	Marketing landscape & customer-driven strategy I	Company Suppliers Competitors Customers Segmentation	Introducing micro-environment of marketing. Helping students to understand the basic concept in it. Applying segmentation strategy in marketing applications.
6	Customer-driven strategy II	Targeting Positioning and differentiation Competitive positions Marketing mix	Introducing four customer-driven strategies. Helping students understand targeting, positioning and differentiation, competitive positions, marketing mix and marketing applications.
7	Tutorial Class on Marketing Proposal Presentation	N.A	Learn how to prepare a marketing proposal.
8	Marketing Plan Proposal Presentation	A brief market analysis of the financial marketing here in Shenzhen.  Identify appropriate market segment(s) to target based on the understanding of the process of	The proposal presentation assignment requires each team (of 5-8 students) to come up with a short proposal for a viable business idea. Students need to understand the underlying implications of the marketing environment for the organization, understand what are the various possible solutions for this type of

		<p>segmentation and targeting.</p> <p>Come up with a brief description of the kind of financial product that will help serve the intended target segment(s) better.</p>	<p>situation, and make a strong link between analysis and decisions.</p>
9	Product	<p>Product management</p> <p>Individual product</p> <p>Product line</p> <p>Product mix</p> <p>Services marketing</p> <p>New product development</p>	<p>Introducing the definitions of product. Helping students understand the concepts of individual product decisions, product line, product mix, services marketing, new product development and their applications in marketing.</p>
10	Price	<p>Pricing approaches</p> <p>Other pricing considerations</p> <p>New-product pricing strategies</p> <p>Product mix pricing strategies</p> <p>Price-adjustment pricing strategies</p> <p>Managing price changes</p>	<p>Introducing the basic concepts of price and pricing strategies. Helping students understand its influence and applications in marketing processes.</p>
11	Place	<p>Supply chain management and marketing logistics</p> <p>Marketing channels</p> <p>Channels design and organization</p> <p>Channel management</p> <p>Retailers and wholesalers</p>	<p>Introducing supply chain management and marketing logistics to students. Helping them to apply these strategies in actual business settings.</p>
12	Promotion	<p>Integrated marketing communications</p> <p>Adverting</p> <p>Promotion mix</p> <p>Sales promotion</p> <p>Public relations</p> <p>Direct marketing</p> <p>Direct marketing-personal selling</p> <p>Digital aspects of the promotion mix</p>	<p>Introducing the concepts of promotion and promotion mix. Helping students to apply these strategies in marketing processes.</p>

13	Tutorial Class on Comprehensive Marketing Plan	N.A	Learn how to prepare a marketing plan.
14	International marketing I	Market entry Managing the international marketing effort Implementation Ethical concerns	Introducing international marketing and its mechanism. Helping students to think deeply about these problems in marketing applications.
15	International marketing II	Market entry Managing the international marketing effort Implementation Ethical concerns	Introducing culture theories to students and analyzing the marketing problems by using these theories.
16	Tutorial class on marketing theories	N.A.	Helping students to review the theories they learnt and discuss how to apply these theories in practice.
17	Marketing control & Buyer behaviour I	Consumer markets	Introducing concepts of marketing control and buyer behavior. Helping students understand buyer's characteristics and their decision-making process in marketing settings.
18	Buyer behavior II	Business markets Institutional and government markets Marketing information system	Introducing business markets and how to carry out a marketing research. Helping students to define the problem and research objectives.
19	Tutorial Class on Marketing research I	Marketing data collection, data cleaning	Helping students learn how to collect primary data and clean the data.

20	Tutorial Class on Marketing research II	Data analysis by SPSS and Stata	Introducing research approaches, methods, sampling plan and instruments.
21	Guest Speaker Zhu Yaping (朱雅平) Executive Director of Kaiyuan Securities Shenzhen Branch	Topic: Financial decision making	The guest lecturer will talk about the application of these theories learnt from the class in the actual business context.
22	Buyer behavior II	Classic theories in Marketing and Psychology	Introducing classic theories in Marketing and Psychology. Sharing some cases and explaining the mechanism. Helping students to avoid marketing traps in daily life.
23	Marketing Plan Final Presentation I	Marketing Plan Report Marketing Plan Final Presentation	Based on the feedback given after the proposal presentation, each team needs to produce a marketing plan report and make a presentation based on this report.
24	Marketing Plan Final Presentation II		The marketing plan need to have a more comprehensive evaluation of the marketing environment, the objectives/goals to accomplish, the marketing recommendations of how to achieve the stated objectives/goals (i.e., customer-driven marketing strategy including the marketing mix), a simple profit-and-loss statement and/or budget for the first three years of operations.  Students will get the feedback from the judges (professors and managers from industry).

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

Principles of Marketing, Philip Kotler and Gary Armstrong (2016), Prentice Hall, 16th Edition. ISBN: 1-292-09248-3.

《营销学原理》，菲利普·科特勒，第 16 版

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		5		
课堂表现		10		



<b>Class Performance</b>				
小测验 <b>Quiz</b>				
课程项目 <b>Projects</b>				
平时作业 <b>Assignments</b>	35			
期中考试 <b>Mid-Term Test</b>				
期末考试 <b>Final Exam</b>				
期末报告 <b>Final Presentation</b>	50			
其它（可根据需要 改写以上评估方式） <b>Others (The above may be modified as necessary)</b>				

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**

