

# Capital University of Economics and Business

## Overseas Chinese College

### Course Syllabus

<b>Year and Semester</b>	2023 Fall					
<b>Course Name</b>	Marketing					
<b>Course Code</b>	BOP301					
<b>Course Type</b>	<input type="checkbox"/> General Education (Required) <input type="checkbox"/> General Education (Elective) <input type="checkbox"/> Basic Disciplinary Course <input checked="" type="checkbox"/> Professional Course (Required) <input type="checkbox"/> Professional Course (Elective) <input type="checkbox"/> Professional Course (Expanded) <input type="checkbox"/> Professional Course (Advanced)					
<b>Course Credits</b>	3					
<b>Course Hours</b>	Total Class Hours	48	Lecture Hours	48	Experiment (Computer) Hours	0
<b>Applicable object</b>	<input type="checkbox"/> Freshman <input type="checkbox"/> Sophomore <input type="checkbox"/> Junior <input type="checkbox"/> Senior <input type="checkbox"/> Business Administration (Accounting) <input type="checkbox"/> Information Management and Information Systems (Finance)					
<b>Prerequisites</b>	None					
<b>Instructor</b>	Maggie Wang/Catherine Bu					
<b>Contact Information</b>	Office: C204/C203					
	Tele: (010) 83951085					
	Email: <a href="mailto:occ_wangyuan@cueb.edu.cn/">occ_wangyuan@cueb.edu.cn/</a> (Maggie) <a href="mailto:buliya@cueb.edu.cn">buliya@cueb.edu.cn</a> (Catherine Bu)					
<b>Office Hour</b>	Maggie : M: 9:55-12:30; T: 13: 30-15:05; W: 10:45-11:30  Catherine Bu: T: 8:00-12:30; W:15:05-15:50					
<b>Learning Centre</b>	Maggie: T: 10:45-11:30 TH:1800-20:00 (online) Catherine Bu: M: 18:00-20:00 (online); F:13:30-15:05					
<b>Grade/Section</b>	Maggie: 2021ACCA1/2021ACCA2 Catherine Bu: 2021 BA					
<b>Course Time/Place</b>	Maggie:2021ACCA1 M: 13: 30-15:05 慎思楼 111 2021ACCA2 T: 15:25-17:00 慎思楼 111 Catherine Bu: 2021BA: T15:25-17:00 A201					
<b>Textbook</b>	Principles of Marketing: An Asian Perspective 4 <sup>th</sup> Edition, P. Kotler, G. Armstrong , etc, China Machine Press ISBN: 978-7-111-57756-0					

#### Reference Book

Marketing: outperforming competition in the E-Era, Yanghong Tao, China Machine Press, ISBN 978-7-111-63363-1

慕课: 市场营销: 网络时代的超越竞争, 杨洪涛, 大学生慕课网  
东方营销学, 贾利军, 大学生慕课网

### Course Description

The course is designed to provide graduate level business majors with advanced marketing theory and application of this knowledge to the practice. This course's aim is to familiarize students with the different aspects of Marketing. The course covers topics about marketing theories and concepts in the modern society, its developments and trends, its applications on various companies' and industries' cases. Students will be expected to understand how is marketing management in the 21<sup>st</sup> Century looks like and how to adapt all the theories and concepts to the real world after studying this course. Real-life cases of specific corporations around the world will be discussed in class to help students comprehend textbook theories and concepts. After finish this course, you will be sensitive with opportunities; you will be good at analysis; you will be a skilled marketer!

### Student Learning Objectives

On successful completion of this exam, candidates should be able to:

Knowledge	<ul style="list-style-type: none"> <li>◆ Explain the meaning of marketing management, daily-life activities that involve marketing theories and concepts, such as advertisements in our daily life, promotions using high technology and new media, products and services upgrades, price vs. value, etc.</li> <li>◆ Identify different aspects of marketing, with a special illustration on how a firm can manage the whole process of marketing to promote a specific product or service.</li> <li>◆ Illustrate how to target various groups of customers and compete in the modern market.</li> <li>◆ Explain the importance of brands and how to develop a successful brand.</li> </ul>
Capability	<ul style="list-style-type: none"> <li>◆ Apply textbook theories and concepts to real-life marketing cases.</li> <li>◆ Distinguish promotion strategies and methods in the market.</li> <li>◆ Analyze famous brands and their keys to success.</li> <li>◆ Recognize customer segmentations of different companies and marketing strategies targeting those different groups.</li> </ul>
Mindset	<ul style="list-style-type: none"> <li>◆ Establish the integrity and objectivity in marketing management, avoid false advertising, over advertising, etc.</li> <li>◆ Be logical, ethical, methodical, consistent, and accurate.</li> </ul> <p style="margin-left: 20px;">Be able to apply critical thinking to marketing activities in the daily life.</p>

### Teaching Methods

This course contains lectures, class discussions, homework, quizzes, presentation and exams. Textbook content will be introduced first. Then real case and practice questions will be delivered to students as a way to test their understanding of the knowledge. This will require individual or group assignment in or after class.

## Grade Criterion

Component	Weight	Description
FinalExam	20%	An individual report will be given at the end of this semester. The report is an evaluation and analysis that should be based on PEST, SWOT, STP and 4Ps or other marketing tools if you think necessary. The detail requirements will be released at the end of the semester.
Mid-Term task	20%	It is a group task, your group needs to design a product analysis video that based on the two theories “consumer buying behavior” and STP analysis. The product you may select includes: beverage, instant food, cosmetics and any product you like to choose (must be a single type of product). And the video is required to be taken in the offline channel, such as supermarket, shopping mall, etc.
The completion of the online courses	20%	The students must complete the online courses and tasks punctually, the online courses is a very important part of the marketing study.
Group Project and Presentation	20%	The students will be divided into several groups to write a final group report and prepare a presentation. Each student is required to be involved in the presentation. One group needs to write only one report. The topics will be given and chosen in class.
Participation	10%	Frequency and quality of class participation including answering questions, asking questions, lead group discussions, and so on.
Attendance	10%	Refer to attendance policy listed below
<b>Total</b>	100%	

## Detailed Grade Computation

	BeforeMidterm	AfterMidterm
Attendance	5%	5%
Participation	5%	5%
Online Courses	10%	10%
Midtermtest	20%	
Group Project		20%
Finalexam		20%
Total	40%	60%

### *☞ Self-Study and Reading ability Practice*

Instructor will give out the chapters or the reference books to read and use class hours to have discussion; students should be able to show a proactive attitude and ability for self-study and reading. Knowledge and oral English will be elements of homework or presentation score.

### *☞ Homework*

Students should finish their homework by themselves. Copying from others will be treated as cheating and the homework scores will be lowered. Students should hand in all assignments on time. Late assignments will be accepted at the discretion of the instructor (i.e., when the student was ill or had an excused absence). Late assignments without reasonable proof will be reduced in score by 50%.

### ☞ Attendance

Because the course covers a great deal of material, attending every class session is very important for performing well.

- ◆ Being late for 15 minutes or more is considered an absence.
- ◆ Five hours or above of unexcused absences will result in the lower level of the final grade by one grade band (e.g. from C – to D +). Any excused absence must be discussed directly with the teacher.
- ◆ Absence which is more than 1/3 of the total teaching hours will cause an F (a failing grade) directly. but students are welcome to continue attending classes.
- ◆ An incomplete grade (I) will be considered in case of medical or family emergencies.

### ☞ Participation

- ◆ Students should participate in classes actively. Half of participation grade is determined by their presentation in class. They are encouraged to ask questions relevant to the subject and express their own opinions. Every student should respect the ideas, opinions, and questions of their classmates.
- ◆ Students should also use office hours to ask questions or talk with the instructor for good communication and effective learning.
- ◆ Frequent visiting the instructor and chatting in English during office hours is highly recommended.
- ◆ Any misbehavior and non-class related activities in class will result in the lower level of the participation grade, including ringing cell phones.
- ◆ All above behaviors will be solely evaluated by the instructor for scoring.

### ☞ Textbook

Students must bring the textbook to class.

### Topical Course Outline

Week	Time/Method	Content	Homework
Week 1	45mins/online	慕课：第一章 如何树立科学营销理念	<i>Teamwork: explain “what is marketing?”</i>
	90mins/offline	<ul style="list-style-type: none"> <li>● Syllabus &amp; Lesson plan</li> <li>● Chapter1: marketing: managing profitable customer relationship</li> </ul>	
		思政切入点：The social marketing concept	
Week 2	45mins/online	慕课：第二章 制定营销战略规划与营销计划	<i>Teamwork: find a company’s mission, and briefly explain how the company achieves it.</i>
	90mins/offline	Chapter 2: Company and	<i>Individual work: use</i>

		<b>Marketing Strategy: Partnering to Build Customer Relationship</b>	<i>one company as an example to do a SWOT analysis (submit to XUEXITONG)</i>
		思政切入点：不是能挣钱的货物就是商品，只有那些有利于社会进步和人民幸福的产品才能称得上是商品。（product）	
Week 3	45mins/online	慕课：第三章 分析调研营销环境	<i>Teamwork: Use PEST to do a Macro environment analysis of China, to report any business opportunists based your analysis.</i>
	90mins/offline	Chapter 3: The marketing Environment	
		思政切入点：商人或和商业的真正价值：付出体力，付出脑力，承担风险来帮助人们互通有无。用自己的创造的社会价值来赢得利润和自己的社会地位。	
Week 4	45mins/online	慕课：第四章 分析消费者购买能力	
	90mins/offline	Chapter 5 : Consumer Markets and Consumer Buyer Behavior	
		思政切入点：	
Week 5	<i>National Day holiday</i>		
Week 6	45mins/online	慕课：第五章 实施 STP 营销战略	<i>Individual work: use one company as an example to do a STP analysis (submit to XUEXITONG)</i>
	90mins/offline	Chapter 7: Customer-Driven Marketing Strategy: Creating Value for Target Customers	
		思政切入点：	
Week7	45mins/online	慕课：第六章 超越竞争，塑造品牌定位	
	90mins/offline	Chapter 8: Product,	

		<b>Service, and Branding Strategy</b>	
		<i>思政切入点:</i>	
<b>Week 8</b>	<b>45mins/online</b>	慕课: 第七章 制定产品决策	
	<b>90mins/offline</b>	<b>Chapter 9: New-Product Development and Product Life-Cycle Strategy</b>	
		<i>思政切入点:</i>	
<b>Week9</b>	<i>Midterm test</i>		
<b>Week10</b>	<b>45mins/online</b>	慕课: 第八章 制定有效的价格策略 (1)	
	<b>90mins/offline</b>	<b>Chapter 10: Pricing product: Understanding and Capturing Customer Value</b>	
		<i>思政切入点:</i>	
<b>Week 11</b>	<b>45mins/online</b>	慕课: 第八章 制定有效的价格策略 (2)	
	<b>90mins/offline</b>	<b>Chapter 11: Pricing Product: Pricing Strategies</b>	
		<i>思政切入点:</i>	
<b>Week 12</b>	<b>45mins/online</b>	慕课: 第九章 构建传递顾客价值的渠道网络 (1)	
	<b>90mins/offline</b>	<b>Chapter 12: Marketing Channels: Delivering Customer Value</b>	
		<i>思政切入点:</i>	
<b>Week 13</b>	<b>45mins/online</b>	慕课: 第九章 构建传递顾客价值的渠道网络 (2)	
	<b>90mins/offline</b>	<b>Chapter 14: Communicating Customer Value: Integrated Marketing Communication Strategy</b>	
		<i>思政切入点:</i>	
<b>Week 14</b>	<b>45mins/online</b>	慕课: 第十章 整合营销传播沟通策略 (1)	
	<b>90mins/offline</b>	<b>Chapter 15 &amp; Chapter 16</b>	
<b>Week 15</b>	<b>45mins/online</b>	慕课: 第十章 整合营销传播沟通策略 (1)	
	<b>90mins/offline</b>	<b>Chapter 17 &amp; 18</b>	

<b>Week 16</b>	<b>45mins/online</b>	<b>Revision</b>	
	<b>90mins/offline</b>	<b>Final Group (Project) Presentations</b>	
<b>Week 17</b>	<b>45mins/online</b>	<b>Revision</b>	
	<b>90mins/offline</b>	<b>Final Group (Project) Presentations</b>	
<b>Week 18</b>		<b>Final Exam</b>	

*Note: Chapter 4, 6, 13, 19 and 20 are left for self-study, this is the students' duty to learn and understand, they may also be included in the quizzes or exams. Opening cases and after-class cases are case studies students need to complete.*

### **Teacher's Office Hour**

- ♦The instructor's office hour is shown in the front of the office door.
- ♦Students are suggested to use the instructor's office hour and learning center to ask questions or talk with the instructor once at least per week for good communication and effective learning, which is recorded in the students' participation.
- ♦The time can be scheduled by instructors or students, or both.

### **Cheating and Plagiarism**

Cheating is not tolerated. Any student caught cheating on a quiz; test or exam will be given a mark of zero (0) for the particular work. At the beginning of the semester the definition of plagiarism will be carefully explained, when any thoughts or writings of another person are used, they must be clearly identified (usually one uses quotation marks) and the source notes. **If any student is caught cheating on any homework assignment, the highest score the student can earn in that course is a "C".**

### **Important Dates**

<b>Midterm Test</b>	<b>Week 9 or 10</b>
<b>Final Exam</b>	<b>Week 18 or 19 ( Refer to the notice of the Academic Affairs Office)</b>

*Note: This syllabus is tentative and may be changed or modified throughout the semester. All students will be notified and a new syllabus will be given.*

**Instructor:** \_\_\_\_\_

**Department Head:** \_\_\_\_\_

