

Capital University of Economics and Business

Overseas Chinese College

Course Syllabus

Year and Semester	2024 Fall					
Course Name	Marketing					
Course Code	BOP301					
Course Type	<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)					
Course Credits	3					
Course Hours	Total Class Hours	48	Lecture Hours	48	Experiment (Computer) Hours	0
Applicable object	<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)					
Prerequisites	None					
Instructor	Maggie Wang/Catherine Bu					
Contact Information	Office: C204/C203 Tele: (010) 83951085 Email: occ_wangyuan@cueb.edu.cn/ (Maggie) buliya@cueb.edu.cn (Catherine Bu)					
Office Hour	Maggie : M:9:55-12:20 T:9:55-12:20 Catherine Bu : T 9:55~12:30; W/TH 3:25~4:10pm;TH11:30~12:20					
Learning Centre	Maggie: W:8:00-9:35 TH:18:00-20:00 (Online) Catherine Bu : TH 9:55~11:30; F18:00~20:00(Online)					
Grade/Section	Maggie: 2021ACCA1/2021ACCA2 Catherine Bu: 2021 BA					
Course Time/Place	Maggie:2022ACCA1 W 9:55-12:20 慎思楼 111 2022ACCA2 F 9:55-12:20 慎思楼 111 Catherine Bu: 2022BA W 9:55-12:20 博学 111					
Textbook	Principles of Marketing: An Asian Perspective 4 th 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: 现代市场营销素质与能力提升, 杨洪涛, 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 21st 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"> ◆ 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. ◆ 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. ◆ Illustrate how to target various groups of customers and compete in the modern market. ◆ Explain the importance of brands and how to develop a successful brand.
Capability	<ul style="list-style-type: none"> ◆ Apply textbook theories and concepts to real-life marketing cases. ◆ Distinguish promotion strategies and methods in the market. ◆ Analyze famous brands and their keys to success. ◆ Recognize customer segmentations of different companies and marketing strategies targeting those different groups.
Mindset	<ul style="list-style-type: none"> ◆ Establish the integrity and objectivity in marketing management, avoid false advertising, over advertising, etc. ◆ Be logical, ethical, methodical, consistent, and accurate. <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%	Mid-term task is a individual work and the detail will be informed in advance.
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
Total	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	Content	Homework
Week 1 (online)	1. Introduce the syllabus 2. 树立科学的营销理念 <ul style="list-style-type: none"> ● 怎样认识市场与市场营销 ● 什么是全面营销理念 ● 怎样理解顾客价值 3. 定制营销战略规划与营销计划 <ul style="list-style-type: none"> ● 如何进行市场营销战略规划 	完成大学慕课《现代市场营销素质与能力提升》第一章和第二章的单元测试题，在学习通提交测试结果截图。
Week 2 (online)	1. 分析调研营销环境 <ul style="list-style-type: none"> ● 如何理解市场营销环境 ● 如何理解微观环境与如何评价市场营销环境 2. 分析消费者市场购买行为 3. 实施 STP 营销战略 <ul style="list-style-type: none"> ● 如何选择目标市场 ● 如何开发和传播一个定位 	完成大学慕课《现代市场营销素质与能力提升》第三，四，五章的单元测试题，在学习通提交测试结果截图。

Week 3 (online)	1. 认识品牌与品牌定位 2. 4Ps 分析 <ul style="list-style-type: none"> ● 如何制定产品决策 ● 如何制定有效的价格策略 ● 如何通过构建网络传递顾客价值 ● 如何制定整合传播沟通组合 	完成大学慕课《现代市场营销素质与能力提升》第六到第十章的单元测试题，在学习通提交测试结果截图。
Week 4	The marketing Environment <ul style="list-style-type: none"> ● PEST ● SWOT ● Five force 	Conduct on-site investigations and study competitors
Week 5	National Holiday	
Week 6	Consumer Markets and Consumer Buyer Behavior <ul style="list-style-type: none"> ● Company mission ● STP ● Consumer buying behavior 	<ul style="list-style-type: none"> ● Design questionnaires for the target customers (in class task) ● Collect questionnaires and analyse the result ● Create the company mission
Week7	<ul style="list-style-type: none"> ● Present the questionnaire result and the company mission ● Branding Strategy 	
Week 8	<ul style="list-style-type: none"> ● Product & Service ● New-Product Development and Product Life-Cycle Strategy 	
Week 9	<ul style="list-style-type: none"> ● Pricing product: Understanding and Capturing Customer Value ● Pricing Product: Pricing Strategies 	
Week10	Marketing Channels: Delivering Customer Value	
Week 11	Communicating Customer Value: Integrated Marketing Communication Strategy	
Week 12	Presentation	

Note: Online courses and exercises must be carefully completed. The offline courses will mainly focus on

application of theories.

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

Midterm Test	Week 6 or 7
Final Exam	Week 13 (Refer to the notice of the Academic Affairs Office)

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: _____

