

Capital University of Economics and Business

Overseas Chinese College

Course Syllabus

Year and Semester	2026 Fall (Aug.31-Dec.25)					
Course Name	Marketing					
Course Code	BOP305					
Course Type	☐ General Education (Required) ☐ General Education (Elective) ☐ Basic Disciplinary Course ☒ Professional Course (Required) ☐ Professional Course (Elective) ☐ Professional Course (Expanded) ☐ Professional Course (Advanced)					
Course Hours	Total Class Hours	48	Lecture Hours	48	Experiment (Computer) Hours	0
Applicable object	☐ Freshman ☐ Sophomore ☒ Junior ☐ Senior ☒ Business Administration (Accounting) ☐ Information Management and Information Systems (Finance)					
Prerequisites	None					
Instructors	Yue Wang, Liya Bu					
Contact Information	Office: C203					
	Tele: (010)83951085					
	Email: wangyue@cueb.edu.cn ; buliya@cueb.edu.cn					
Office Hours	Luna Wang: T 14:20-16:00 W 14:20-16:10 F 13:30-15:00 Catherine Bu: T:15:05-17:20; W: 15:00-16:30; F: 15:05-15:50					
Learning Centre	Luna Wang: W 16:15-18:15 Th 18:00-20:00 (<i>online only</i>) Catherine Bu: M: 18:00-20:00(online); W: 8:00-9:35					
Grade/Section	2024ACCA1/ACCA2; 24BA					
Course Time/Place	Luna Wang: 2024BA1 M 9:55-12:30/B214 2024BA3 W 9:55-12:30/A109 Catherine Bu: 2024BA2: T 9:55-12:30/B215 2024ACCA2: W 9:55-12:30/A108					
Textbook	Principles of Marketing: An Asian Perspective 4 th Edition, P. Kotler, G. Armstrong, etc, China Machine Press ISBN: 978-7-111-57756-0					

References:

Principles of Marketing: 18th Edition, Philip Kotler, Gary Armsrong, Qinghua Press (Peason)
 ISBN 978-7-302-66474-1
 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 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!

Learning Objectives

Knowledge

- ◆ 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

- ◆ 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

- ◆ Establish the integrity and objectivity in marketing management, avoid false advertising, over advertising, etc.
- ◆ Be logical, ethical, methodical, consistent, and accurate.
- ◆ Be able to apply critical thinking to marketing activities in the daily life.

Teaching Methods

This course contains lectures, class discussions, in-class activities, homework, presentation, personal/group projects, and a final exam. Textbook content will be introduced first. Then real cases and practice questions will be delivered to students as a way to test their understanding of the knowledge. This will require individual or group assignments in or after class.

Grade Criterion

Component	Weight	Description
Final Exam	20%	A closed-book test will be given. Question types include multiple choices, True or False questions and Case Studies questions. Marketing-related key concepts should be all understood and applied to analyze real-life cases.
Mid-Term task	20%	A group task will be given to students for designing a product analysis

		video. It should be based on the two theories “consumer buying behavior” and STP analysis. The product you may select includes: beverages, instant foods, 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 a supermarket, a shopping mall, etc.
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.
In-Class Activities and Participation	30%	Frequency and quality of class participation including answering questions, asking questions, participating group discussions, and so on.
Attendance	10%	Refer to attendance policy listed below
Total	100%	

Detailed Grade Computation

	BeforeMidterm	AfterMidterm
Attendance	5%	5%
Participation	15%	15%
Midterm Project	20%	
Group Project		20%
Final exam		20%
Total	40%	60%

Grading Policy

A+ 97-100 A 93-96 A- 90-92 B+ 87-89 B 83-86 B- 80-82
 C+ 75-79 C 70-74 C- 67-69 D+ 63-66 D 62-60 F 0-59

Exam Schedule

Midterm Presentation: Week 10

Final Exam: Week 18

Assessment of Student Performance

☛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 through Yunbanke. 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	References & Homework
Week 1	90 mins	● Syllabus & Lesson plan ● Chapter1: Defining market and the marketing process	<i>Teamwork: -explain “what is marketing?”</i>
	45 mins	Case Study-Buffalo Wild Wings	<i>Case questions</i>
		思政切入点: The social marketing concept	
Week 2	90 mins	Chapter 3 & 4 Analyzing the new marketing environment, Managing marketing information	<i>Teamwork: analyze a chosen company’s digital marketing methods and why they are or not</i>

			<i>working.</i>
	45 mins	Discuss and debate: What kind of information and how much information should be gathered by marketers?	
		思政切入点：商家有责任和义务妥善处理和保存居民个人隐私和信息安全	<i>查找讨论我国相关法律法规</i>
Week 3	90 mins	Chapter 2: Company and Marketing Strategy: Partnering to Build Customer Engagement, Value and Relationships	<i>Individual work: use one company as an example to do draw its stakeholders map and analyze (submit to XUEXITONG)</i>
	45 mins	Case Study: Dyson vs Apple/Xiaomi	
		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	115 mins	Chapter 5 & 6 : Consumer Markets and Consumer Buyer Behavior; Business Markets and Business Buyer Behavior	
	20 mins	Discuss: Marketing Ethics-Big Tech for military activities	
		思政切入点：社会主义核心价值观，国企的社会责任	
<i>Mid-Autumn Festival (Friday class)</i>			
Week 5	90 mins	Chapter 7: Customer Value-Driven Marketing Strategy: Creating Value for Target Customers	<i>Individual work: use one company as an example to do a STP analysis (submit to XUEXITONG)</i>
	45 mins	Case Study: 5 Hour Energy VS 脉动/外星人...	
		思政切入点：社会主义核心价值观，消费者权益	
<i>National Day Holiday (Friday class)</i>			
Week 6	90 mins	Chapter 8: Product, Service, and Brands: Building customer Value	
	45 mins	Case Study: MINI vs Xiaomi/ZHJI	
	<i>National Day Holiday (M,T,W classes)</i>		

Week 7	90 mins	Chapter 9: New-Product Development and Product Life-Cycle Strategy	
	45 mins	Documentary about New Products Ads and discussions	
		思政切入点: 社会主义核心价值观, 消费者权益, 以人为本	
Week 8	90mins/Class Activity	*build up your own company *analyse external environment by using PEST, 5 Forces and SWOT Models	
	45mins	Chapter 10: Pricing: Understanding and Capturing Customer Value	
		思政切入点: 社会主义核心价值观, 普惠定价和民生必需品的“政府指导价”必要性	
Week 9		Midterm Review	
		Group discussions and Q&A for Midterm Project	
Week 10	90mins/Class Activity	* Design questionnaires for the target customers (in class task) * Collect questionnaires and analyze the result	
	45mins	Chapter 11: Pricing Strategies	
		思政切入点: 社会主义核心价值观, 定价战略作为产业竞争与国家安全	
Week 11	90mins/Class Activity	*create the company commission * build up branding strategy * Name the price for your product based on the research results	
	45mins	Chapter 12: Marketing Channels: Delivering Customer Value	
		思政切入点: 社会主义核心价值观, 渠道作为乡村振兴与区域协调发展的桥梁服务国家战略	
Week 12	90mins/Class Activity	Case study: Barbie Doll - Not all girls just want to have fun	
	45mins	Chapter 14: Engaging consumers Communicating Customer Value: Integrated Marketing Strategy	
		思政切入点: 创造共享价值践行“共同富裕”和“和谐发展”理念	
Week 13	90mins/Class Activity	Design preemption policy and advertising for your products and present them on class	
	45mins	Chapter 15 &16 Advertising and Promotion	
		思政切入点: 新媒体环境下的广告伦理新挑战	
Week 14	90mins/Class Activity	*Discuss about the application of AI assistant; *Create an AI assistant for a business and present it by groups.	

	45mins	Chapter 17 & 18 Direct, Online, Social Media, and Mobile Marketing & Creating competitive advantage	
		思政切入点: AI 运用的社会伦理	
Week 15	135 mins/Class Activity	Revision	
		Group Project Discussions	
Week 16	135 mins/Class Activity	Final Group (Project) Presentations	
Week 17		Final Review	

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

Midterm Test	Week 9 or 10
Final Exam	Week 18 (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.

Department Head:
