

## Figure 6.4

### Marketing Planning (Case) Abbreviated Course Syllabus

<u>Course Number:</u>	BB809A
<u>Course Name:</u>	Marketing Planning (Case)
<u>Instructors:</u>	Wu Chengxia
<u>Students:</u>	MARKETING 2019
<u>Required Text:</u>	<ol style="list-style-type: none"> <li>1. MARKETING MANAGEMENT (16th Edition), Philip Kotler, CITIC Press, 2022.09</li> <li>2. POSITIONING, Al Ries and Jack Trout, Mechanical Industry Press, 2016.12</li> <li>3. MARKETING WAR, A. Reese J. Trout, China Finance and Economics Press, 2002, 01.</li> <li>4. CONFLICT, Ye Maozhong, China Machinery Industry Press, 2017, 07.</li> <li>5. SUPER SYMBOLS ARE SUPER CREATIVITY (3rd Edition)", Hua Shan and Hua Nan, Jiangsu Phoenix Literature and Art Publishing House, 2019, 12.</li> <li>6. CUTTING MARKETING, Lu Changquan, Machinery Industry Press, 2008, 05.</li> </ol>

<u>Course Description:</u>	Marketing Planning (Cases) is a business core course for the undergraduate Marketing. It combines the latest development of marketing planning theory with the practice of marketing development in China. The course comprehensively and systematically elaborates on the basic concepts, methods, main strategies and strategies of marketing planning, creative methods, marketing planning procedures, and the writing of planning books. The course provides in-depth analysis and discussion of the entire process of marketing planning, including marketing strategy planning, product planning, brand planning, promotion planning, advertising planning, and integrated marketing communication planning.
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Topic Outline:	Hours/Minutes
I. Introduction	4
A. The necessity and importance of marketing planning	
B. Basic knowledge framework of marketing planning	
C. The meaning and classification of marketing planning	
D. The characteristics, functions, and principles of marketing planning	
II. Operation of marketing planning agencies	2
A. Introduction on the management consulting and marketing planning:	
① Business scope of management consulting companies	
② Business scope of marketing planning companies	

B.	Famous planners and their main planning ideas	
C.	Operation of marketing planning agencies:	
	① Organizational structure	
	② Business development	
	③ Planning service procedures	
III.	Marketing planning creativity	4
A.	Appreciation and interpretation of creativity	
B.	The steps of creativity	
	① What is creativity	
	② The process of creativity	
C.	Improvement of planning ability	
D.	Creative methods	
IV.	The writing of Marketing Planning	2
A.	The requirements of the marketing plan;	
	① Concept of Marketing Plan	
	② Role of marketing planning	
	③ Characteristics of marketing planning	
B.	The structure and content of the marketing plan:	
C.	The writing principles of marketing planning copywriting:	
D.	Marketing planning copywriting skills:	
V.	Marketing strategy planning	2
A.	Competitive strategy planning;	
B.	Market segmentation	
C.	Target market selection strategy	
D.	Market positioning strategy planning	
VI.	Product Planning	4
A.	Product innovation planning and new product core value planning	
B.	Product portfolio planning	
	① Product portfolio concept	
	② Types of product portfolio	
C.	New product planning	
	① New product concept	
	② New product development process	
D.	Product packaging planning	
VII.	Brand Planning	2
A.	Basic knowledge of the brand;	
	① Brand concept	
	② Composition of the brand	
B.	Brand design	
C.	Brand communication planning	
D.	Brand building planning based on brand assets	
	① Consumer brand selection process	
	② Four progressive stages of Brand Building Planning	
E.	Brand strategy planning	

	① Branding planning	
	② Brand quantity planning	
	③ Brand Extension Planning	
F.	Brand marketing principle	
VIII.	Promotion Planning	2
A.	Promotion portfolio Planning;	
B.	Overview and classification of promotional activities	
	① Advertising	
	② Sales promotion	
	③ Public relations & publicity	
	④ Personal selling	
	⑤ Direct marketing	
C.	Promotion design and control	
D.	Writing a promotional activity plan	
E.	Sales planning	
	① Personal sales	
	② Team sales	
IX.	Advertising Planning	2
A.	Overview of advertising	
B.	Advertising media	
C.	Advertising creativity theory	
D.	Advertising creativity and planning	
E.	Advertising budget and advertising effectiveness evaluation	
F.	Writing advertising planning books	
X	Sales Simulation Experiment	4
A.	The basic process of sales	
B.	Sales methods and techniques	
XI	Advertising simulation bidding proposal meeting	4
A.	Project Introduction	
B.	Plan and propose on-site proposals	
C.	Advertising Production	
	Total Sessions (Coverage Hours)	32

Summary of UG CPC Topics Covered in this Course:	Hours/Minutes
a. Marketing	26
b. Finance	0
c. Accounting	0
d. Management	4
e. Legal environment of Business	2
f. Economics	0
g. Business Ethics	0
h. Global Dimensions of Business	0
i. Business Communications	0

j.	Information System	0
k.	Quantitative Techniques and Statistics	0
l.	Business Policies	0
m.	Comprehensive or Integrating Experience	0
Total Estimated CPC Coverage Hours		32