

Marketing Abbreviated Course Syllabus

<u>Course Number:</u>	BB801A
<u>Course Name:</u>	Marketing
<u>Instructors:</u>	Li Fengwei
<u>Students:</u>	2020 Marketing Class 1
<u>Required Text:</u>	<ol style="list-style-type: none">1. MAKETING, LI FENGWEI, ZHU XUEQIN, China Financial and Economic Publishing House, Edition 2022,82. MAKETING, WU JIANAN, NIE YUKUN, Higher Education Press, Edition, 2022,73. MAKETING, WU JIANAN, ZHONG YUGAN, Tsinghua University Press, Edition, 2022,74. MAKETING, CHEN SHOUZE, China Machine Press, 2022

Course Description: Marketing is a fundamental course offered in economics and management majors, as well as an elective course for other majors. Marketing is a comprehensive applied science based on economic science, behavioral science, and modern management theory, which studies the marketing activities and laws of enterprises centered on meeting consumer needs.

Through the study of this course, students can understand the basic theory of marketing, master the basic knowledge and skills of marketing, and lay a good foundation for the follow-up core courses and future career.

The main content of this course includes: concepts related to marketing, marketing concepts and their evolution process, analysis of the marketing environment in which enterprises operate, main types and characteristics of customer purchasing behavior, factors that affect consumer purchasing behavior and the specific process of purchasing decisions, competitive strategies adopted by enterprises and different types of competitors, STP marketing strategies, product strategy, place strategy, promotion strategy and so on .

Topic Outline:	Hours/Minutes
I. Marketing Introduction	4
A. The development process of marketing	
B. Core concepts of marketing	
C. The evolution process of marketing concepts:	
① Production concept	

② Product concept	
③ Selling concept	
④ Marketing concept	
⑤ Societal marketing concept	
D. Theoretical framework system of marketing	
II. Research on Marketing Environment	
A. The Meaning of Marketing Environment	4
B. Composition of marketing environment:	
① Microenvironment	
② Macroenvironment	
C. Analysis on marketing environment	
III. Analysis on Buyer Behavior	
A. Types and characteristics of market	4
B. Consumer purchasing behavior:	
① Factors affecting consumer purchasing behavior	
② Consumer purchase decision process	
C. Producer purchasing behavior	
IV. Dealing With Competition	
A. Competitive forces	4
B. Identifying competitors	
C. Analyzing competitors:	
① Strategies	
② Objectives	
③ Strengths and weaknesses	
D. Competitive strategies:	
① Market-leader strategies	
② Market-challenger strategies	
③ Market-follower strategies	
④ Market-nicher strategies	
V. Identifying Market Segments and Targets	
A. Market segmenting	6
B. Market Targeting:	
① Bases for segmenting markets	
② Effective segmentation criteria	
③ Evaluating and selecting the market segments	
C. Market positioning	
VI. Product Strategy	
A. Product levels: the customer-value hierarchy:	
① Core benefit	
② Basic product	6
③ Expected product	
④ Augmented product	
⑤ Potential product	
B. Product mix	

C.	The product life cycle:	
	① Introduction	
	② Growth	
	③ Maturity	
	④ Decline	
D.	Brand strategy	
E.	Packaging strategy	
VII.	Price Strategy	
A.	Pricing objectives and constraints	4
B.	General pricing approaches:	
	① Demand-oriented approaches	
	② Cost-oriented approaches	
	③ Competition-oriented approaches	
C.	Pricing strategy	
D.	Price adjustment	
VIII.	Place Strategy	
A.	Nature and types of marketing channels	4
B.	Retailing and wholesaling:	
	① Retailing strategy	
	② Wholesaling strategy	
C.	Channel choice and management:	
	① Factors in choosing a marketing channel	
	② Channel relationships: conflict and cooperation	
IX.	Promotion Strategy	
A.	Promotion and Promotion mix	4
B.	Advertising :	
	① Types of advertising	
	② Developing the advertising program	
	③ Executing the advertising program	
	④ Evaluating the advertising program	
C.	Public relations	
D.	Personal selling	
E.	Sales promotion:	
	① Consumer-oriented Sales promotions	
	② Trade-oriented Sales promotions	
F.	New media promotion tools	
	Total Sessions (Coverage Hours)	40

Summary of UG CPC Topics Covered in this Course:	Hours/Minutes
a. Marketing	32
b. Finance	0
c. Accounting	0
d. Management	2

e.	Legal environment of Business	2
f.	Economics	2
g.	Business Ethics	2
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		40