

Figure 6.4

Network Marketing Abbreviated Course Syllabus

<u>Course Number:</u>	BX824B
<u>Course Name:</u>	Network Marketing
<u>Instructors:</u>	Wei Lihua
<u>Students:</u>	2020 Marketing Class 1
<u>Required Text:</u>	<ol style="list-style-type: none"> 1. NETWORK MARKETING, WANG WEI, People's University of China Press, 2nd Edition, 2022. 2. NETWORK MARKETING, FENG YINGJIAN, Higher Education Press, 2nd Edition, 2021.
<u>Course Description:</u>	<p>Network Marketing is a personalized elective course for marketing majors. Network Marketing is an emerging frontier discipline that is designed to adapt to the development of the network economy and e-commerce era, as well as the needs of global economic integration, globalization, informatization, and networking development, and to cultivate the latest needs of society and enterprises for composite and applied talents. It is an applied discipline with high guidance.</p> <p>The main content of this course includes: overview of online marketing, analysis of online consumer behavior, online market research, online marketing strategies, online marketing tools and methods, online advertising, search engine marketing, online marketing planning, etc. Through the study of this course, students will have a systematic understanding of the theoretical system of online marketing, enabling them to understand the latest developments in the field of online marketing, comprehensively understand the principles, characteristics, tools, goals, and implementation controls of marketing activities in the online virtual market, and master the operational ideas and corresponding operational skills for conducting online marketing, And can analyze and plan a series of online marketing activities based on the actual situation of the enterprise, laying a professional foundation for future students to enter the marketing workplace and further serve society.</p>

<u>Topic Outline:</u>	<u>Hours/Minutes</u>
I. Overview of Network Marketing	4
A. The connotation and characteristics of Network Marketing	
B. The development process of Network Marketing	
C. The relationship between Network Marketing and e-commerce	

II.	Analysis of online consumer behavior	4
A.	Behavioral characteristics of online consumers	
B.	The purchasing decision-making process of online consumers	
C.	Purchasing factors affecting online consumers	
III.	Network Market Research	4
A.	Characteristics of online market research	
B.	Content of online market research	
C.	Methods of online market research	
IV.	Network marketing strategy	4
A.	Classification of network products	
B.	Characteristics of network products	
C.	Price Characteristics of Network Products	
D.	Network marketing channel strategy	
E.	Network marketing communication strategy	
V.	Network marketing tools and methods	4
A.	License email marketing	
B.	Weibo marketing	
C.	WeChat marketing	
D.	Online community marketing	
E.	Enterprise website promotion	
VI.	Online advertising	4
A.	Overview of online advertising	
B.	Development process of online advertising	
C.	Forms of online advertising	
D.	Planning of online advertising	
VII.	Search Engine Marketing	4
A.	Overview of search engine marketing	
B.	Methods of search engine marketing	
C.	Implementation of search engine marketing	
D.	Search engine optimization methods	
VIII.	Practical Application of Network Marketing	4
A.	Characteristics of online marketing planning	
B.	Types of online marketing planning	
C.	Content of online marketing planning	
D.	Steps for online marketing planning	
	Total Sessions (Coverage Hours)	32

Summary of UG CPC Topics Covered in this Course:	Hours/Minutes
a. Marketing	18
b. Finance	0
c. Accounting	0
d. Management	4

e.	Legal environment of Business	2
f.	Economics	0
g.	Business Ethics	2
h.	Global Dimensions of Business	0
i.	Business Communications	2
j.	Information System	2
k.	Quantitative Techniques and Statistics	0
l.	Business Policies	2
m.	Comprehensive or Integrating Experience	0
Total Estimated CPC Coverage Hours		32