

The Course Syllabus of Marketing

1. **课程基本信息** (Basic Course Information)

**课程代码：**16051702

**Course Code:** 16051702

**课程名称：**国际市场营销

**Course Name:** International Marketing

**课程类别：**专业方向课

**Course Type:** Specialized Course

**学时:** 32

**Period：**32

**学分：**2

**Credit：**2

**考核方式：**考查

**Assessment:** Examination

**适用对象：**英语专业本科高年级学生

**Target Students:** Undergraduate in High Grade Majoring in English

**先修课程：**当代商学概论I , II

**Preparatory Course:** Introduction to Contemporary Business I , II

1. **课程简介（Brief Course Introduction）**

 本课程是外国语学院商务英语（国际商务与管理方向）本科高年级学生的专业方向必修课。本课程包含国际市场营销学的四大知识板块，即国际市场营销的含义，过程和环境；如何利用国际市场营销机遇和制定营销战略；如何开发市场营销组合；怎样进行国际市场营销管理。

This course is offered to Business English majors (with an International Business and Management orientation) as a compulsory course in the 7th semester. This course includes four basic modules of marketing: the meaning, process and environment of marketing, the pursuing of marketing opportunities and the designing of marketing strategies , the development of marketing mix and the management of marketing

**This course will also be using many examples, past and up-to-date, to provide Ss with necessary principles and know-how in marketing; to introduce the development of businesses in various fields in China, to raise Ss’ awareness of business and economic achievements in China and its contribution to the world economy, especially into the 21st century; to build Ss’ confidence and pride in themselves as well as in the nation; to encourage Ss to think critically not only in matters of marketing and business, but also in life and future career, and to help Ss to develop initiatives in their life and study, preparing them for future contributions to larger purposes of the nation.**

1. **课程性质与教学目的**

本课程是外国语学院商务英语专业及英语专业（国际商务与管理方向）本科高年级学生的专业方向选修课。本课程旨在对国际市场营销学进行综合地、入门性地介绍。在课程中学生将接触到基本地国际市场营销理论，**帮助学生掌握市场营销的基础理论和技巧，并将在教师指导下把所学理论尝试性地运用到案例分析和实践中，为未来个人发展和国家经济建设积蓄必要的商务实践能力。**

1. **教学内容及要求**

**CHAPTER 1**

**MARKETING IN A CHANGING WORLD:**

**CREATING CUSTOMER VALUE AND SATISFACTION**

**Learning Objectives**

1. Define what marketing is and discuss its core concepts.
2. Explain the relationships between customer value, satisfaction, and quality.
3. Define marketing management and examine how marketers manage demand and build profitable customer relationships
4. Compare the five marketing management philosophies
5. Analyze the major challenges facing marketers heading into the next millennium
6. Examples of Chinese companies (to be updated every semester) will be used to help & encourage Ss to analyze and think critically not only in matters of marketing and business, but also in life and future career, and to help Ss to develop initiatives in their life and study, preparing them for future contributions to larger purposes of the nation.

**Chapter Overview**

Marketing is part of all of our lives and touches us in some way every day. To be successful each company that deals with customers on a daily basis must not only be customer — driven, but customer — obsessed. The best way to achieve this objective is to develop a sound marketing function within the organization. Marketing is defined as a social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others. Marketing is a key factor in business success. The marketing function not only deals with the production and distribution of products and services, but it also is concerned with the ethical and social responsibility functions found in the domestic and global environment. Marketers must also be aware of customer value and customer satisfaction and make these concepts a central part of the firm’s strategic plan.

Marketing must also be aware of and respond to change. Four of the greatest changes that have had an impact on the way companies bring value to their customers are the explosive growth of the computer, the Internet, telecommunications, and information technology. Marketing and its core concepts, the exchange relationship, the major philosophies of marketing thought and practice, and marketing challenges in the new connected ' millennium are the major topics presented in this introductory chapter. There is a special emphasis on connected and the technologies for accomplishing connections.

**Home Assignments**

Review the issues listed in the learning objectives.

**Teaching Methods**

Lecturing, presentation, discussion, teamwork and case study with the aid of different

media

**CHAPTER 2**

**STRATEGIC PLANNING AND THE MARKETING PROCESS**

**Learning Objectives**

1. Explain company-wide strategic planning and its four steps.
2. Discuss how to design business portfolios and growth strategies.
3. Explain functional planning strategies and assess marketing’s role in strategic planning.
4. Describe the marketing process and the forces that influence it.
5. List the marketing management functions, including the elements of a marketing plan.
6. Examples of Chinese companies (to be updated every semester) will be used to help & encourage Ss to analyze and think critically not only in matters of marketing and business, but also in life and future career, and to help Ss to develop initiatives in their life and study, preparing them for future contributions to larger purposes of the nation.

**Chapter Overview**

To meet changing conditions in their industries, companies need to look ahead and develop long-term strategies. Strategic planning involves developing a strategy to meet competition and insure long-term survival and growth. The marketing function plays an important role in this process in that it provides information and other inputs to help in the preparation of the organization s strategic plan.

Strategic planning is described as the process of developing and maintaining a strategic fit between the organization s goals and capabilities and its changing marketing opportunities. Strategic planning sets the stage for the rest of the planning in the firm.

Formally, strategic planning consists of developing a company mission (to give it direction), objectives and goals (to give it means and methods for accomplishing its mission), business portfolio (to allow management to utilize all facets of the organization), and functional plans (plans to carry out daily operations from the different functional disciplines). Since most companies are interested in growth, this chapter explores several growth alternatives within the context of strategic planning and portfolio analysis. The product/market expansion grid shows four avenues for growth: market penetration, market development, product development, and diversification

No matter how well the strategic planning process has been designed and implemented, success depends on how well each department performs its customer-value-adding activities and how well the departments work together to serve the customer

Value chains and value delivery networks have become popular with organizations that are sensitive to the wants and needs of consumers, The marketing department (because of its ability to stress the customer s view) has become central in the implementation of most strategic plans. Connecting to customers is central to this process.

As a means of discussing the marketing process, this chapter carefully outlines and discusses the steps in the process , the marketing plan and its component parts , the marketing mix variables and their relationship to planning, the management of the planning process, how marketing departments are organized, how plans are implemented, and how marketing managers attempt to control the process One of the secrets to success within the context of the marketing process is how the company watches and adapts to the changing marketing and competitive environment .

**Home Assignments**

Review the issues listed in the learning objectives.

**Teaching Methods**

Lecturing, presentation, discussion, teamwork and case study with the aid of media

**CHAPTER 3**

**THE MARKETING ENVIRONMENT**

**Learning Objectives**

1. Describe the environmental forces that affect the company’s ability to serve its customers
2. Explain how changes in the demographic and economic environments affect marketing decisions.
3. Identify the major trends in the firm ' s natural and technological environments e
4. Explain the key changes that occur in the political and cultural environments.
5. Discuss how companies can react to the marketing environment.
6. Examples of Chinese companies (to be updated every semester) will be used to help & encourage Ss to analyze and think critically not only in matters of marketing and business, but also in life and future career, and to help Ss to develop initiatives in their life and study, preparing them for future contributions to larger purposes of the nation.

**Chapter Overview**

In order to correctly identify opportunities and monitor threats, the company must begin with a thorough understanding of the marketing environment in which the firm operates . The marketing environment consists of all the actors and forces outside marketing that affect the marketing management s ability to develop and maintain successful relationships with its target customers. Though these factors and forces may vary depending on the specific company and industrial group, they can generally be divided into broad micro-environmental and macro-environmental components. For most companies, the micro-environmental components are: the company, suppliers, marketing channel firms (intermediaries, customer markets, competitors, and public which combine to make up the company s value delivery system. The macro-environmental components are thought to be: demographic, economic, natural, technological, political, and cultural forces. The wise marketing manager knows that he or she cannot always affect environmental forces. However, smart managers can take a proactive , rather than reactive, approach to the marketing environment.

As marketing management collects and processes data on these environments, they must be ever vigilant in their efforts to apply what they learn to developing opportunities and dealing with threats. Studies have shown that excellent companies not only have a keen sense of customer but an appreciation of the environmental forces swirling around them. By constantly looking at the dynamic changes that are occurring in the aforementioned environments, companies are better prepared to adapt to change, prepare long-range strategy, meet the needs of today’s and tomorrow s customers, and compete with the intense competition present in the global marketplace. All firms are encouraged to adopt an environmental management perspective in the new millennium.

**Home Assignments**

Review the issues listed in the learning objectives.

**Teaching Methods**

Lecturing, presentation, discussion, teamwork and case study with the aid of media

**CHAPTER 4**

**MARKETING RESEARCH AND INFORMATION SYSTEMS**

**Learning Objectives**

1. Explain the importance of information to the company.
2. Define the marketing information system and discuss its parts.
3. Outline the steps in the marketing research process.
4. Compare the advantages and disadvantages of various methods of collecting information.
5. Discuss the special issues some marketing researchers face, including public policy and ethics issues.
6. Examples of Chinese companies (to be updated every semester) will be used to help & encourage Ss to analyze and think critically not only in matters of marketing and business, but also in life and future career, and to help Ss to develop initiatives in their life and study, preparing them for future contributions to larger purposes of the nation.

**Chapter Overview**

In carrying out their marketing responsibilities, marketing managers need a great deal of information. “Information is power” is a legitimate statement. Despite the importance and growing supply of information, managers often lack enough information of the right kind or have too much of the wrong kind to make the critical decisions necessary to be successful in our highly competitive global marketplace. Most marketing managers don’t need more information, they need better information. To overcome these problems, many companies are taking steps to improve their marketing information systems. A commitment to an information system is not just a technological commitment but a corporate culture commitment as well.

A well-designed marketing information system first assesses information needs The MIS next develops information (generally from internal company data, marketing intelligence activities, marketing research, and information analysis procedures and sources). Marketing firms are becoming increasingly dependent on the information stored in and provided by databases In the future, data mining is a skill that will need to mastered by a firm if it seeks to be a competitive player in the global marketplace. Finally, the MIS distributes information to managers in the right form at the right time to help them make better marketing decisions . Once the system is in place and functioning, decision making becomes easier and better. Few firms with efficient information systems fail in the marketplace. Mastery of information that can be obtained by strategically using the Internet will be a must.

Marketing research, which is one of the components of an information system, involves collecting information relevant to a specific marketing problem facing the company. The marketing research process consists of four steps: defining the problem and research objectives, developing the research plan, implementing the research plan, and interpreting and reporting the findings . In addition to traditional sources of information that can now be used for marketing research, online databases and Internet data sources are becoming more important to the marketing research process. The Internet is an excellent inexpensive vehicle for conducting at-the-time-of-purchase research and for receiving feedback from consumers.

Business history, like military history, has shown that the organization that has superior information (and the ability to act on it) has a significant advantage over competition. Acquisition of information and development of information systems will be one of the challenges and necessities of the 21st century. However, companies must be careful to respect the privacy of the consumers that are being studied. Intrusions into the lives of consumers and the misuse of data about them is a growing problem. Solving this problem in the rapidly changing information age will be a challenge for marketers and researchers alike.

**Home Assignments**

Review the issues listed in the learning objectives.

**Teaching Methods**

Lecturing, presentation, discussion, teamwork and case study with the aid of media

**CHAPTER 5**

**CONSUMER MARKETS AND CONSUMER BUYER BEHAVIOR**

**Learning Objectives**

1. Define the consumer market and construct a simple model of consumer buyer behaviour.
2. Name the four major factors that influence consumer buyer behavior.
3. List and understand the stages in the buyer decision process.
4. Describe the adoption and diffusion process for new products.
5. Examples of Chinese companies (to be updated every semester) will be used to help & encourage Ss to analyze and think critically not only in matters of marketing and business, but also in life and future career, and to help Ss to develop initiatives in their life and study, preparing them for future contributions to larger purposes of the nation.

**Chapter Overview**

This chapter explores the dynamics of consumer buying behavior and the consumer market. Markets (and those which they serve) have to be understood before marketing strategies can be developed. The consumer market buys goods and services for personal consumption. At present, the world consumer market consists of 6 billion people. As will be shown in the next chapter, the consumer market differs from the business market

With respect to the individuals in the consumer market, the behavior of the consumer is influenced by the buyer s decision process. Buyer characteristics include four major factors: cultural, social, personal, and psychological. Each of these factors is explored in detail and relationships are drawn between them and their sub parts and the consumption purchases made by consumers. Since many of these factors are deep and long-lasting in their effect, the marketing manager should pay special attention to acquiring information about them with respect to the organization s target markets . Several examples are presented to illustrate how this might be done.

After the chapter examines the influences that affect buyers, a discussion is presented that examines of how consumers make actual buying decisions. Decisions vary based on the degree of buyer involvement and the degree of differences among brands. A summary discussion is presented that outlines complex buying behavior, dissonance-reducing buying behavior, habitual buying behavior, and variety-seeking buying behavior. Special focus is directed towards a simple model of buying behavior which explains most of the terms pertinent to the study of buying behavior. The simple model (consisting of five stages -- need recognition, information search, evaluation of alternatives, purchase decision, and post purchase behavior) ties together material about the buying decision process.

For new products, special situations affect the consumer choice decision. It has been found that consumers respond at different rates (depending on consumer and product characteristics), gain knowledge about the products in different ways, and become aware of newness with varying rates of consideration. Factors that speed the rate of adoption of new products are covered and explained.

Understanding consumer behavior is difficult enough for companies marketing within the borders of a single country . The problem is compounded when a firm attempts to market in the global environment. The chapter briefly discloses differences between global consumer markets. Lastly, marketers must decide whether to adapt their products to match the demands of the global marketplace or not The question of adaptation or standardization will be a topic for debate for several years to come.

**Home Assignments**

Review the issues listed in the learning objectives.

**Teaching Methods**

Lecturing, presentation, discussion, teamwork and case study with the aid of media

**CHAPTER 6**

**BUSINESS MARKETS AND BUSINESS BUYER BEHAVIOR**

**Learning Objectives**

1. Define the business market and explain how business markets differ from consumer markets.
2. Identify the major factors that influence business buyer behavior.
3. List and define the steps in the business buying decision process .
4. Compare the institutional and government markets and explain how Institutional and government buyers make their buying decisions .
5. Examples of Chinese companies (to be updated every semester) will be used to help & encourage Ss to analyze and think critically not only in matters of marketing and business, but also in life and future career, and to help Ss to develop initiatives in their life and study, preparing them for future contributions to larger purposes of the nation.

**Chapter Overview**

The business market is huge. In the United States alone, it consists of millions of organizations that buy trillions of dollars worth of goods and services each year. In many ways business markets are like consumer markets, but in many other ways they are much different. Points of comparison can be in areas of market structure and demand, the nature of the buying unit, and the types of decisions and the decision process involved.

It can be observed that business markets usually have fewer but larger (volume) buyers who are more geographically concentrated and use more rational methods for making their purchasing decisions. In addition, there are usually more individuals involved in the business buying decision (for example, purchasing by committee). These professional buyers are also usually better trained and skilled at negotiation than their counterpart consumer buyer difficulties arise because business buying decisions are often very complex, more lengthy , and more formal in nature . The seller must accommodate and adjust to these characteristics if success in this market is to be obtained.

The chapter explores a variety of models that explain the business buying process . These models are excellent ways to show the main points of the business buying process as compared to those of the consumer buying process mentioned above. It should be remembered that four key questions must be answered before the business market is pursued by the firm ' s marketing efforts -- What buying decisions do business buyers make? Who participates in the buying process? What are the major influences on buyers? How do business buyers make their buying decisions?

During the past few years, incredible advances in information technology have changed the face of the business-to-business marketing process. Increasingly, business buyers are purchasing all kinds of products and services electronically, either through electronic data interchange links or on the Internet. The chapter discusses how the purchasing process works for the business-to-business market and details the benefits shared by exchange partners The process is , however, not without drawbacks. A challenge for managers will be to increase the benefits and decrease the drawbacks, link their organizations to networks, and to create new models that will work in the e-age.

The chapter concludes with an examination of two unique non-business markets -- institutional and government markets. These markets have additional characteristics and needs. The special features of each are examined

**Home Assignments**

Review the issues listed in the learning objectives.

**Teaching Methods**

Lecturing, presentation, discussion, teamwork and case study with the aid of multimedia

**CHAPTER 7**

**MARKET SEGMENTATION, TARGETING,**

**AND POSITIONING FOR COMPETITIVE ADVANTAGE**

**Learning Objectives**

1. Define the three steps of target marketing: market segmentation, market targeting, and market positioning.
2. List and discuss the major levels of market segmentation and bases for segmenting consumer and business markets.
3. Explain how companies identify attractive market segments and choose a market coverage strategy
4. Discuss how companies position their products for maximum competitive advantage in the marketplace.
5. Examples of Chinese companies (to be updated every semester) will be used to help & encourage Ss to analyze and think critically not only in matters of marketing and business, but also in life and future career, and to help Ss to develop initiatives in their life and study, preparing them for future contributions to larger purposes of the nation.

**Chapter Overview**

Sellers can take three approaches to a market. Mass marketing is the first option. Under this approach the marketer makes a decision to mass-produce and mass-distribute one product and attempt to attract all kinds of buyers (i. e., no market segmentation). The second option is segment marketing. Under this approach the marketer chooses to produce two or more market offers differentiated in style, features, quality, or sizes, designed to offer variety to the market and to set the seller’s apart from competitor’s products. In the past, these methods were often pursued; however, with increasing fragmentation in the marketplace , niche marketing now has become the option of choice by most firms. Under this third approach, the marketer s decision is to identify the different groups that make up a market and to develop products and marketing mixes for selected target markets. Under a newly forming fourth approach, the firm uses micro-marketing to tailor products and marketing programs to suit the tastes of specific individuals and locations (i. e., the practice of complete segmentation).

The chapter emphasizes the key steps in target marketing: market segmentation, market targeting, and market positioning. Market segmentation provides a method to divide or segment the market into narrow segments (using a variety of different meaningful variables -- these variables or bases are discussed at length in the chapter) that can be better reached with the resources of the marketer. Market targeting examines each of the designated segment s attractiveness and chooses one or more that match the marketing desires and objectives of the organization.

**Home Assignments**

Review the issues listed in the learning objectives

**Teaching Methods**

Lecturing, presentation, discussion, teamwork and case study with the aid of media

**CHAPTER 8**

**PRODUCT AND SERVICES STRATEGY**

**Learning Objectives**

1. Define product and the major classifications of products and services
2. Describe the roles of product and service branding, packaging, and labeling, and product support services.
3. Explain the decisions that companies make when developing product lines and mixes.
4. Identify the four characteristics that affect the marketing of a service.
5. Discuss the additional marketing considerations for services.
6. Examples of Chinese companies (to be updated every semester) will be used to help & encourage Ss to analyze and think critically not only in matters of marketing and business, but also in life and future career, and to help Ss to develop initiatives in their life and study, preparing them for future contributions to larger purposes of the nation.

**Chapter Overview**

Product is a complex concept that must be carefully defined. As the first of the four marketing mix variables, it is often where strategic planning begins. Product strategy calls for making coordinated decisions on individual products, product lines , and product mix . Products and services can be thought of as occupying three levels : the core product, the actual product, and the augmented product. Consumer products are usually classified according to how consumers buy them (convenience, shopping, or specialty products) Industrial goods are classified according to whether materials and parts , capital items, and supplies and services are produced. The primary difference between industrial and consumer goods is the purpose for which the product is bought.

In addition to tangible products and services, in recent years marketers have broadened the concept of a product to include other marketable entities -- namely, organizations, persons, places, and ideas. Whether an organization is classed as profit or nonprofit, marketing has a role to play in the entity. Political candidates and sports figures are perhaps the best examples of how important marketing is to person marketing. With the growth of tourism marketing, many states, nations, and attractions have learned how to market themselves effectively. Lastly, idea marketing (primarily social marketing issues) has gained in popularity in the latter part of this century. Those that study trends in marketing believe that all of the above areas will continue to grow and expand in the years ahead

**Home Assignments**

Review the issues listed in the learning objectives.

**Teaching Methods**

Lecturing, presentation, discussion, teamwork and case study with the aid of multi-media

**CHAPTER 9**

**NEW- PRODUCT DEVELOPMENT AND PRODUCT LIFE - CYCLE STRATEGIES**

**Learning Objectives**

1. Explain how companies find and develop new-product ideas.
2. List and define the steps in the new-product development process.
3. Describe the stages of the product life-cycle
4. Describe how marketing strategies change during the product’s life cycle
5. Examples of Chinese companies (to be updated every semester) will be used to help & encourage Ss to analyze and think critically not only in matters of marketing and business, but also in life and future career, and to help Ss to develop initiatives in their life and study, preparing them for future contributions to larger purposes of the nation.

**Chapter Overview**

Organizations must develop new products and services. A company has to be good at developing new products It also must manage them in the face of changing tastes, technologies, and competition. As a reason to change, the company must realize that products face limited life spans and must be replaced by newer products. In addition, new products can fail. The risks of innovation can be as great as the rewards

The key to successful innovation is in a total-company effort, strong planning, and a systematic new-product development process. The new-product development process consists of eight stages: idea generation, idea screening, concept development and testing, marketing strategy development, business analysis, product development, test marketing, and commercialization. At each stage, a decision must be made as to whether the idea should be further developed or dropped. The company wants to minimize the chances of poor ideas moving forward or good ideas being rejected.

Each product has a life-cycle marked by a changing set of problems and opportunities . The sales of a typical product follow an S-shaped curve made up of five stages. These stages include the product-development stage, the introduction stage, the growth stage, the maturity stage, and the decline stage. As the product passes through these stages, the marketing planner must adjust the organization s strategies and be aware of changing problems , threats , and opportunities. The planner must adjust the firm’s marketing mix to these changes and be able to predict when significant changes will occur. Managing change is a true marketing management art and one necessary for the organization to be successful in the long term.

**Home Assignments**

Review the issues listed in the learning objectives.

**Teaching Methods**

Lecturing, presentation, discussion, teamwork and case study with the aid of multi-media

**CHAPTER 10**

**PRICING PRODUCTS: PRICING**

**CONSDERATIONS AND APPROACHES**

**Learning Objectives**

1. Identify and define the internal factors affecting a firm’s pricing decisions.
2. Identify and define the external factors affecting pricing decisions, including the impact of consumer perceptions of price and value.
3. Contrast the three general approaches to setting prices
4. Examples of Chinese companies (to be updated every semester) will be used to help & encourage Ss to analyze and think critically not only in matters of marketing and business, but also in life and future career, and to help Ss to develop initiatives in their life and study, preparing them for future contributions to larger purposes of the nation.

**Chapter Overview**

Price goes by many names in our economy. In the narrowest sense , price is the amount of money charged for a product or service. However, this meaning has been broadened. Today, despite the increased role of non price factors in the modern marketing process, price remains an important element in the marketing mix.

Many internal and external factors influence the company’s pricing decision. Internal factors include the firm' s marketing objectives, marketing mix strategy, costs, and organization for pricing. External factors that influence pricing decisions include the nature of market and demand, competitor’s costs, prices, and offers, and other environmental factors like the economy, re-seller needs, and government actions. In the end, the consumer decides whether the company has set the right price.

The consumer weighs the price against the perceived value of using the product. If the price exceeds the sum of the value, consumers will not buy the product. Consumers differ in the values they assign to different product features and marketers often vary their pricing strategies for different price segments . As described in the chapter, the company can select one or a combination of three general pricing approaches: cost-based, value-based, and/or competition-based.

**Home Assignments**

Review the issues listed in the learning objectives.

**Teaching Methods**

Lecturing, presentation, discussion, teamwork and case study with the aid of media

**CHAPTER 11**

**PRICING PRODUCTS: PRICING CONSIDERATIONS AND STRATEGIES**

**Learning Objectives**

1. Describe the major strategies for pricing imitative and new products.
2. Explain how companies find a set of prices that maximizes the profits from the total product mix.
3. Discuss how companies adjust their prices to take into account different types of customers and situations.
4. Discuss the key issues related to initiating and responding to price changes.
5. Examples of Chinese companies (to be updated every semester) will be used to help & encourage Ss to analyze and think critically not only in matters of marketing and business, but also in life and future career, and to help Ss to develop initiatives in their life and study, preparing them for future contributions to larger purposes of the nation.

**Chapter Overview**

Since pricing is a dynamic process, companies must design a pricing structure that covers all their products and a variety of constantly changing conditions (such as changes that occur as the product progresses through the stages of the product life-cycle). Two primary strategies (skimming policy and penetration pricing) are thoroughly discussed in this chapter.

The marketer wishing to explore pricing strategy options will find a wealth of alternatives from which to choose. The first major option will be pricing with respect to the product mix. Numerous forms of product-mix pricing strategies are examined within the context of the competitive environment. Examples include product-line pricing, optional-product pricing, captive-product pricing, byproduct pricing, and product-bundle pricing. The average marketer does not use all of these methods, however, by studying the options available, the marketer enhances his or her ability to be creative with respect to pricing within the context of the product mix.

Sometimes, however, the firm must make adjustments in their pricing process and strategy. These adjustments are made to account for differences in consumer segments and changing situations. Adjustments can occur through discounts and allowances or by desires to segment markets by price. Additionally, price has a psychological aspect that allows for adjustments just as geographical, promotional, and international relationships can alter pricing methods and strategies. The chapter explores each of these areas in some detail.

**Home Assignments**

Review the issues listed in the learning objectives

**Teaching Methods**

Lecturing, presentation, discussion, teamwork and case study with the aid of media

**CHAPTER 12**

**DISTRIBUTION CHANNELS AND LOGISTICS MANAGEMENT**

**Learning Objectives**

1. Explain why companies use distribution channels and discuss the functions these channels perform.
2. Discuss how channel members interact and how they organize to perform the work of the channel.
3. Identify the major channel alternatives open to a company.
4. Explain how companies select, motivate, and evaluate channel members.
5. Discuss the nature and importance of physical distribution and integrated logistics management .
6. Examples of Chinese companies (to be updated every semester) will be used to help & encourage Ss to analyze and think critically not only in matters of marketing and business, but also in life and future career, and to help Ss to develop initiatives in their life and study, preparing them for future contributions to larger purposes of the nation.

**Chapter Overview**

Distribution channels are identified as being a set of independent organizations involved in the process of making a product or service available for use or consumption by the consumer or business Making decisions involving distribution channels are among the most complex and challenging decisions facing the firm. Each channel system (and there can be several) creates a different level of sales and costs. Unlike flexible elements of the marketing mix (price decisions for example) once a distribution channel has been chosen, the firm must usually stick with their choice for some time. In addition, the chosen channel strongly affects, and is affected by, the other elements in the marketing mix.

A strategic planner limits their options if they consider only one channel choice. Each firm needs to identify alternative ways to reach its market There are many means available Some of the choices include the range of direct selling to multiple intermediary levels (which may involve several distribution relationships). Each of these options has advantages and disadvantages associated with them. Vertical and horizontal systems are more sophisticated than the basic channel alternatives and each is explained in context with contemporary usage. E-commerce and the use of the Internet has also impacted channel choice and strategy in a profound way .

**Home Assignments**

Review the issues listed in the learning objectives.

**Teaching Methods**

Lecturing, presentation, discussion, teamwork and case study with the aid of media

**CHAPTER 13**

**RETAILING AND WHOLESALING**

**Learning Objectives**

1. Explain the roles of retailers and wholesalers in the distribution channel
2. Describe the major types of retailers and give examples of each
3. Identify the major types of wholesalers and give examples of each.
4. Explain the marketing decisions facing retailers and wholesalers.
5. Examples of Chinese companies (to be updated every semester) will be used to help & encourage Ss to analyze and think critically not only in matters of marketing and business, but also in life and future career, and to help Ss to develop initiatives in their life and study, preparing them for future contributions to larger purposes of the nation.

**Chapter Overview**

Retailing and wholesaling consist of many organizations bringing goods and services from the point of production to the point of use. Retailing by definition includes all the activities involved in selling goods and services directly to final consumers for their personal, non-business use. Retailers can be classified as store retailers and non-store retailers. Store retailers can be further classified by the amount of service they provide, the product line sold, relative prices charged, and retail organization format (control of outlets). Non-store retailers are described as being in direct marketing, catalogs, telephone , home TV shopping shows, home and office parties, door-to-door contact, automatic vending, online services and the Internet, and other direct retailing approaches .

Retailing decisions involve the constant search for new marketing strategies to attract and hold customers. Considerations are the target market and positioning decision, the product assortment and services decision, the price decision, the promotion decision, and the place decision. All of these decisions are examined closely in the chapter. Numerous examples provide explanation of several options that are available in all the aforementioned areas.

Retailers operate in a harsh and fast-changing environment, which offers threats as well as opportunities. New retail forms continue to emerge to meet new situations and consumer needs, but the life cycle of new retail forms is getting shorter. In addition to the traditional forms of retailing, consumers now have an array of nontraditional alternatives to choose from including mail order, television, phone , and online shopping

**Home Assignments**

Review the issues listed in the learning objectives.

**Teaching Methods**

Lecturing, presentation, discussion, teamwork and case study with the aid of media

**CHAPTER 14**

**INTEGRATED MARKETING COMMUNICATIONS STRATEGY**

**Learning Objectives**

1. Name and define the tools of the marketing communications mix. 
2. Discuss the process and advantages of integrated marketing communications.
3. Outline the steps in developing effective marketing communications.
4. Explain the methods for setting the promotion budget and factors that affect the design of the promotion mix.
5. Examples of Chinese companies (to be updated every semester) will be used to help & encourage Ss to analyze and think critically not only in matters of marketing and business, but also in life and future career, and to help Ss to develop initiatives in their life and study, preparing them for future contributions to larger purposes of the nation.

**Chapter Overview**

Modern marketing calls for more than just developing a good product, pricing it attractively , and making it available to target customers. Companies must also communicate with their customers and there should be controlled direction to those communications. Promotion provides the primary communication function. As one of the four major elements of the marketing mix, promotion uses advertising, sales promotion, public relations, direct marketing, and personal selling to achieve the company s communication objectives.

During the past several decades, companies around the world have perfected the art of mass marketing. The companies must recognize that the face of marketing communications is constantly changing and, to be effective in the future, the marketer must learn to utilize the new techniques in communication that are emerging. The growth and challenges of this promotional communication form are great. The use of computer technology, a desire to get close to the consumer, and an increased use of direct marketing databases has set the stage for increased integrated marketing communications. Under this concept, the company carefully integrates and coordinates its many communication channels -- mass media advertising, personal selling, sales promotion, public relations, direct marketing, packaging, and others -- to deliver a clear, consistent, and compelling message about the organization and its products . Integrated marketing communications produce better communications consistency and greater sales impact

**Home Assignments**

Review the issues listed in the learning objectives.

**Teaching Methods**

Lecturing, presentation, discussion, teamwork and case study with the aid of media

**CHAPTER 15**

**ADVERTISING, SALES PROMOTION, AND PUBLIC RELATIONS**

**Learning Objectives**

1. Define the roles of advertising, sales promotion, and public relations in the promotion mix
2. Describe the major decisions involved in developing an advertising program.
3. Explain how sales promotion campaigns are developed and implemented.
4. Explain how companies use public relations to communicate with their public.
5. Examples of Chinese companies (to be updated every semester) will be used to help & encourage Ss to analyze and think critically not only in matters of marketing and business, but also in life and future career, and to help Ss to develop initiatives in their life and study, preparing them for future contributions to larger purposes of the nation.

**Chapter Overview**

Three of the promotional mix elements (advertising, sales promotion, and public relations) are mass communication tools. Advertising is the first of these important elements to be discussed in the chapter. Advertising is described as being any paid form of non-personal presentation and promotion of ideas, goods, and services by an identified sponsor. There are five important tasks to be accomplished as the marketer attempts to organize and direct the advertising function. Each of these tasks (setting objectives , budget decisions , message decisions, media decisions, and campaign evaluation) is discussed in detail and explained within the context of building an advertising campaign. In addition, several forms of advertising, various advertising strategies, and descriptions of the mass media are presented to the reader. The marketing firm can undertake the advertising function themselves or they can contract with an advertising agency to accomplish their advertising objective, planning , and implementation .

Sales promotion, as the second of the mass communication tools described in this chapter, is a process of providing short-term incentives to encourage purchase or sales of a product or service. Sales promotion offers the buyer reasons to buy now. In addition, sales promotion is also intended to stimulate re-seller effectiveness. Sales promotion has grown rapidly in the recent past because of pressure to increase sales, increased competition, and the declining efficiency of the other mass communication methods. The chapter discusses the objectives of a sound sales promotion campaign and offers examples of the major tools for accomplishing those objectives

**Home Assignments**

Review the issues listed in the learning objectives.

**Teaching Methods**

Lecturing, presentation, discussion, teamwork and case study with the aid of media

1. **各教学环节学时分配**



1. **推荐教材和教学参考资源**

（一）推荐教材

Kotler，Philip and Gary Armstrong（200D．Principles of Marketing · 16th ed，Beijing：

Tsinghua University Press ·

（二）教学参考资源

Selected articles from Harvard Business Review，Journal Of Marketing，Business

Week，etc ·

  **七、其他说明：本课程为全英教学**

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