**上 海 建 桥 学 院**

\_\_\_\_国际市场营销\_\_\_课程教案

周次 1 第1次课 学时 2 教案撰写人 王青海

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| 课程单元名称 | Marketing Overview （1） | |
| 本次授课目的与要求   * Understand the concept of marketing;   - Understand the concept of marketing ethics | | |
| 教学设计思路  Help the students to understand the basic concepts of marketing strategies. | | |
| 本次教学重点与难点   * What Is Marketing? * The Marketing Ethics | | |
| 教学内容提要及时间分配 | | 教学方法与手段设计 |
| （可添页）  Revision of last session: 5 minutes;  - Lead-in discussion: 15 minutes;  - Lecture of this session:40 minutes;  - Case analysis: 20 minutes;  - Summary: 10 minutes. | | Lecture;  Discussion;  Multi-media. |
| 课外复习、预习要求及作业布置  Read the current chapter;  -Preview the next chapter. | | |
| 课后反思 | Summarize all the key contents learned in this chapter and brainstorm their application and usefulness in real business environment. | |

周次 2 第2次课 学时 2 教案撰写人 王青海

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| 课程单元名称 | Marketing Overview （2） | |
| 本次授课目的与要求   * Understand the concept of marketing strategy;   - The Process of Marketing Strategy Planning | | |
| 教学设计思路  Help the students to understand the basic concepts of marketing strategies. | | |
| 本次教学重点与难点   * What Is Marketing strategy? * What Is a Marketing Plan? | | |
| 教学内容提要及时间分配 | | 教学方法与手段设计 |
| （可添页）  Revision of last session: 5 minutes;  - Lead-in discussion: 15 minutes;  - Lecture of this session:40 minutes;  - Case analysis: 20 minutes;  - Summary: 10 minutes. | | Lecture;  Discussion;  Multi-media. |
| 课外复习、预习要求及作业布置  Read the current chapter;  -Preview the next chapter. | | |
| 课后反思 | Summarize all the key contents learned in this chapter and brainstorm their application and usefulness in real business environment. | |

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周次 3 第3次课 学时 2 教案撰写人 王青海

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| 课程单元名称 | Analyzing the Ever-changing Marketing Environment | |
| 本次授课目的与要求  Help the students to understand all kinds of marketing environment。 | | |
| 教学设计思路  Ask the students to brainstorm all marketing environment elements and discuss and analyze these elements one by one. | | |
| 本次教学重点与难点  - What Is Marketing Environment?  -A Co.’s Micro-marketing Environment  -A Co.’s Macro-marketing Environment | | |
| 教学内容提要及时间分配 | | 教学方法与手段设计 |
| （可添页）  Revision of last session: 5 minutes;  - Lead-in discussion: 15 minutes;  - Lecture of this session:40 minutes;  - Case analysis: 20 minutes;  - Summary: 10 minutes. | | Lecture;  Discussion;  Multi-media. |
| 课外复习、预习要求及作业布置   1. Read the current chapter; 2. Preview the next chapter. | | |
| 课后反思 | Summarize all the key contents learned in this chapter and brainstorm their application and usefulness in real business environment. | |

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周次4 第4次课 学时 2 教案撰写人 王青海

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| 课程单元名称 | Marketing Research and Information Systems | |
| 本次授课目的与要求  To help the students to understand the basic theories and practical methods of marketing research. | | |
| 教学设计思路  From theory to practice, try to design a marketing research questionnaire. | | |
| 本次教学重点与难点  - Marketing Information System  -What Is Marketing Research?  -Common Marketing Research Methods | | |
| 教学内容提要及时间分配 | | 教学方法与手段设计 |
| （可添页）  Revision of last session: 5 minutes;  - Lead-in discussion: 15 minutes;  - Lecture of this session:40 minutes;  - Case analysis: 20 minutes;  - Summary: 10 minutes. | | Lecture;  Discussion;  Multi-media. |
| 课外复习、预习要求及作业布置  -Read the current chapter;  -Preview the next chapter. | | |
| 课后反思 | Summarize all the key contents learned in this chapter and brainstorm their application and usefulness in real business environment. | |

周次5 第5次课 学时 2 教案撰写人 王青海

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| 课程单元名称 | Consumers & Their Buying Behaviors | |
| 本次授课目的与要求  To help the students to understand the basic theories and practical methods of consumers and their buying behaviors. | | |
| 教学设计思路  From theory to practice, help the students to analyze all ethnical dimensions of the consumer market and all factors that affect buying behaviors . | | |
| 本次教学重点与难点  - ethnical dimensions of the consumer market  - factors that affect buying behaviors | | |
| 教学内容提要及时间分配 | | 教学方法与手段设计 |
| （可添页）  Revision of last session: 5 minutes;  - Lead-in discussion: 15 minutes;  - Lecture of this session:40 minutes;  - Case analysis: 20 minutes;  - Summary: 10 minutes. | | Lecture;  Discussion;  Multi-media. |
| 课外复习、预习要求及作业布置  -Read the current chapter;  -Preview the next chapter. | | |
| 课后反思 | Summarize all the key contents learned in this chapter and brainstorm their application and usefulness in real business environment. | |

周次6 第6次课 学时 2 教案撰写人 王青海

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| 课程单元名称 | Marketing Segmenting, Targeting & Positioning | |
| 本次授课目的与要求  To help the students to understand the basic theories of marketing Segmenting, Targeting & Positioning. | | |
| 教学设计思路  From theory to practice, try to help the students understand the criteria for market segmentation and positioning. | | |
| 本次教学重点与难点  - Markets & Marketing Segmentation  - The Selection of Target Markets  - Marketing Positioning for Competitive Advantages | | |
| 教学内容提要及时间分配 | | 教学方法与手段设计 |
| （可添页）  Revision of last session: 5 minutes;  - Lead-in discussion: 15 minutes;  - Lecture of this session:40 minutes;  - Case analysis: 20 minutes;  - Summary: 10 minutes. | | Lecture;  Discussion;  Multi-media. |
| 课外复习、预习要求及作业布置  -Read the current chapter;  -Preview the next chapter. | | |
| 课后反思 | Summarize all the key contents learned in this chapter and brainstorm their application and usefulness in real business environment. | |