**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?
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| 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.
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| 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. |