

# 《国际市场营销》课程标准

计划总学时数：36

适用的专业范围及层次：全日制专科商务英语专业二年级或三年级学生（含 3+证书班）

学分：2

考核方式：考查

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## 说 明

### 一、教学目的和要求

《市场营销》是商务英语专业学生的必修课，是为培养学生对市场营销知识的理解、掌握和技能运用而设的。通过本课程的学习，使学生比较系统地了解 and 掌握市场营销学的基本原理、基本技能和基本方法；使学生学会用市场营销管理理论分析和解决企业及其他组织的实际问题，同时培养学生的综合职业素质与发现市场机会、应对市场变化的能力。

本课程要求学生掌握以下几方面内容：

1. 理解并掌握市场营销学的相关基础理论知识
2. 能运用市场营销学的相关基础理论知识分析相应的实际案例
3. 会撰写市场营销计划与调研报告
4. 运用市场营销学相关知识去指导生活与实践。

在教学过程中，要充分发挥学生的主观能动性，启发学生的思维，发挥学生的创造能力，帮助他们构建新的认识 and 理念，培养他们思索、探讨、研究、实践、分析问题和解决问题的能力。

### 二、课程内容和学时分配(含实践课时)

本课程选用的教材是徐小贞主编，高等教育出版社出版的《国际市场营销》（第二版）。课程内容包括十章内容，即市场营销基本理论、市场环境分析、营销战略组合、消费者行为学、市场营销信息系统、市场营销的细分与定位、国际市场准入、服务营销等。课程包括理论课时 18 学时与实践课时 18 学时，另外，课程授课保留教材第一版内容中的第 11 和 12 章内容，共 4 学时，即营销信息沟通组合和孙子兵法的营销学应用两部分，；并根据课程上课进度及教学需求适度选取。本课程实践课时的教学内容主要以案例分析、课堂训练、小组项目、调查报告等形式进行。

根据教学计划要求，具体学时分配如下表：

章数	内容	理论课时	实践课时	小计
1	Introduction to marketing	1	1	2
2	The marketing environment	1	1	2
3	Marketing mix	2	2	3
4	Consumer buying behavior	2	2	3
5	Market information and marketing research	2	1	3
6	Marketing segmentation, targeting and positioning	2	2	3
7	International market entry	2	1	3

8	Service marketing	2	2	3
9	Green marketing	2	1	3
10	Marketing Plan, Control and Audit	2	1	3
11 (第一版)	Marketing Communication Mix	1	1	2
12 (第一版)	Sun Tze's Art of Warfare and Marketing	1	1	2
	review	2	2	4
<b>合计</b>		22	18	40 (计划学时36, 实际授课内容根据教学需求选取。)

### 三、教学建议

由于本教程“学用结合，重在运用”的原则以及市场营销的时代性，教师在教授本教程时，应注意调动学生的主动性和积极性；应注意选材的趣味性、普遍性和时代性。至于教学的进度，教师可根据学生的实际水平和接受程度灵活处理。

### 四、理论教学部分

#### 教学内容

#### 第一章

##### 绪论

##### 主要内容：

- 一、define marketing and discuss its core concept
- 二、understand basic concepts of marketing
- 三、trace the evolution of marketing
- 四、understand the importance of studying marketing
- 五、present a real case of marketing activities

#### 第二章

##### **The marketing environment**

##### 主要内容：

- 一、describe the environmental forces that affect the company's ability to serve its customers;
- 二、explain how changes in the demographic and economic environments affect marketing decisions;
- 三、identify the main trends in the firm's natural and technological environment;
- 四、explain the key changes that occur in the political and cultural environments.

**重点难点：**PEST analysis, macroenvironment, microenvironment

#### 第三章

##### **Marketing mix**

##### 主要内容：

- 一、 identify the components of the marketing mix in the marketing of a product or service;
- 二、 make use of the Boston Matrix to analyze a business;
- 三、 make use of the Product Life Cycle to analyze a business
- 四、 use different pricing methods in business context

**重点难点:** Boston Matrix, Product Life Cycle, Pricing methods

#### 第四章

##### **Consumer buying behavior**

**主要内容:**

- 一、 define the consumer market and construct a simple model of consumer buying behavior;
- 二、 analyze how consumer decision making varies with the type of buying decision;
- 三、 explain the stages of the buyer decision and adoption processes

**重点难点:** buyer decision process, types of buying decision behavior

#### 第五章

##### **Market information and marketing research**

**主要内容:**

- 一、 explain the importance of information to the company;
- 二、 understand the advantages and disadvantages of various methods of collecting information;
- 三、 use the main methods for estimating current market demand

**重点难点:** various methods of collecting information

#### 第六章

##### **Market segmentation and positioning**

**主要内容:**

- 一、 explain what is meant by market segmentation and positioning and what bases on which we can choose to segment a market;
- 二、 understand the basic requirement for market segmentation;
- 三、 evaluate how to segment a market---the basic process
- 四、 offer examples to clarify how to position to gain competitive edge

**重点难点:** market segment process

#### 第七章

##### **International market entry**

**主要内容:**

- 一、 explain what globalization is;
- 二、 the different ways of entering a new market
- 三、 the factors which should be considered when entering a quite new market;
- 四、 the advantages and disadvantages of the different ways of entering a new market.

**重点难点:** factors considered in global marketing

#### 第八章

##### **Service marketing**

**主要内容:**

- 一、define and classify service;
  - 二、describe the characteristics of service;
  - 三、understand its marketing implication.
- 重点难点:** nature and classification of services

## 第九章

### **Green marketing**

#### **主要内容:**

- 一、define green marketing and discuss its core concepts;
- 二、understand basic concepts of green marketing;
- 三、understand the importance and necessity of green marketing
- 四、know how to make products “green”
- 五、know the present situation of green marketing in China market.

**重点难点:** make products green by design

## 第十章

### **Marketing Communication Mix**

#### **主要内容:**

- 一、Define marketing communication mix and discuss its core concepts;
- 二、Name and define the tools of the promotion mix;
- 三、Outline the steps in developing effective marketing communications;
- 四、Understand what are the main steps in developing effective marketing communication;
- 五、Understand how the promotion mix should be determined;
- 六、Present a real case of marketing communication activities.

**重点难点:** marketing communication mix; main promotion tools;

## 第十一章

### **Marketing Plan, Control and Audit**

#### **主要内容:**

- 一、Develop a marketing plan.
- 二、Know the marketing control process.
- 三、Understand marketing audit contents.

**重点难点:** marketing plan; marketing control; marketing audit

## 第十二章

### **Sun Tze’s Art of Warfare and Marketing**

#### **主要内容:**

- 一、Explain some tactics of the Sun Tze’s Art of Warfare
- 二、Apply the Sun Tze’s Art of Warfare to marketing.

**重点难点:** Sun Tze’s art of warfare

## 五、实践教学部分

实践一、Determining different types of demand.

- (一) Aims : Get the students to know different types of demand.  
 (二) Contents: Match different daily used products to different demand.
- 实践二、Classifying different marketing environments  
 (一) Aims : Get the students to know different marketing environment factors.  
 (二) Contents: case study in different situations.
- 实践三、Making full use of marketing mix  
 (一) Aims : Get the students to know how to integratly use the 4Ps  
 (二) Contents: 1. Presentation  
                   2. Case study
- 实践四、Practising the process of consumer buying behavior  
 (一) Aims : Get the students to know the process of consumer buying behavior  
 (二) Contents: On-class performance
- 实践五、Practising searching and classifying information  
 (一) Aims : Get the students to know MIS and its application.  
 (二) Contents: On-line information searching
- 实践六、Practising segmenting markets and positioning products.  
 (一) Aims : Get the students to know the methods and skills of segmentation and  
                   positioning  
 (二) Contents: Case study
- 实践七、Deciding for companies the best way for entering a new market.  
 (一) Aims : Get the students to know different ways of entering a new market.  
 (二) Contents: Case study and students' learning of charting.
- 实践八、Service providing  
 (一) Aims : Get the students to know the appropriate ways of servicing.  
 (二) Contents: Students' on-class performance.
- 实践九、Analyzing green products.  
 (一) Aims : Get the students to know the factors accounting for green products.  
 (二) Contents: real products analyzing.
- 实践十、Learning to promote  
 (一) Aims : Get the students to know different techniques in promotion.  
 (二) Contents: Practise personal selling.
- 实践十一、Learning to plan, control and audit.  
 (一) Aims : Get the students to know the process of marketing plan, control and audit  
 (二) Contents: Practise the activities for marketing plan, control and audit
- 实践十二、Quiz answering of Sun Tze's Art of Warfare and Marketing  
 (一) Aims : Get the students to know the strategies of Sun Tze's Art of Warfare and  
                   Marketing  
 (二) Contents: studying the content of this masterpiece by quiz answering.
- 实践十三、Marketing Report  
 (一) Aims : Get the students to know how to write a complete marketing report.  
 (二) Contents: Practise the report writing skills according to Nestle's sample.

## 六、主要教材及参考书目

《国际市场营销》徐小贞 高等教育出版社

《国际市场营销》王纪忠 方真 清华大学出版社 北京交通大学出版社  
《品牌制胜》、《品牌金字塔》、《品牌实战案例分析》曾朝晖  
《营销管理》菲利浦.科特勒