

作业习题

Session 1 Overview of Marketing and Marketing Management 第一讲

Text: Chapter 1 第一章

I. Marketing Applications: Question 1 (a – e) 应用题

(在教科书的章尾)

II. Issues for Discussion: 讨论题

1. What has happened to Qinchi in the following case?
2. Which marketing philosophy did the management take when Qinchi made its fame?
What was the consequence of it?
3. What lesson can you draw out of it?

(背景: 昔日广告“标王”盛名不再, 秦池酒厂要整体出售)

Session 2 Environment and Opportunities 第二讲

Text: Chapter 3 第三章

I. Marketing Applications: Question 2 (a – c) 应用题

(在教科书的章尾)

II. Issues for Discussion: 讨论题

1. What threats have Chinese textile manufacturers and traders have been faced with since China entered WTO?
2. Find a case story showing a particular company that has well turned the threats to opportunities, and state the factors to its success.

III. Case Analysis:

《中国收获机械(集团)公司、英特尔公司》(《当代营销学案例集》)

“Prius: Leading a Wave of Hybrids”, from *Principles of Marketing* 11th ed.

Session 3 Consumer Buying Behavior 第三讲

Text: Chapter 5 第五章

I. Marketing Applications: Question 1 (a – e) 应用题

(在教科书的章尾)

II. Issues for Discussion: 讨论题

1. Which age-group, to your mind, is the major segment of Chinese cell-phone market?
2. Which first three attributes do Chinese college students are after in selecting cell-phone models?
3. Observe and describe the buying process of the college students, pointing out some helpful implications to the cell-phone marketers.

III. Case Analysis: 案例分析

“Weight? I’m on Atkins”, from *Principles of Marketing* 11th ed.

IV. Quiz 1 (for Sessions 1-3) 阅读练习

Session 4 Business Buying Behavior 第四讲

Text: Chapter 6 第六章

I. Marketing Applications: Question 1 (a – e) 应用题

(在教科书的章尾)

II. Issues for Discussion: 讨论题

1. Why is relationship marketing more important to the B2B than to the B2C players?
2. What's the business model of Alibaba.com?
3. How come Alibaba has succeeded in its e-hub?

III. Case Analysis: 案例分析

《西斯尔石膏板厂》(《当代营销学案例集》)

“Kodak: Changing the Picture,” from *Principles of Marketing* 11th ed.

Session 5 Marketing Information System and Marketing Research 第五讲

Text: Chapter 4 第四章

I. Marketing Applications: Question 1 (a – e) 应用题

(在教科书的章尾)

II. Issues for Discussion: 讨论题

1. If we want to find out whether the electric bicycle has a potential demand in Beijing, Shanghai and Guangzhou, what secondary and primary data do we need?
And how to get it?
2. If you are commissioned by 科龙 Group to survey awareness of and preference to the brand names of its washing machine, “容声” and “科龙” in China, how would you define the (sample) population? In what way would you draw the sample?

III. Case Analysis: 案例分析

“Enterprise Rent-a-car: Measuring Service Quality”, *Principles of Marketing* 11th ed.

Session 6. Measuring and Forecasting Market Demand 第六讲

Text: Chapter 4, Appendix 1 第四章 附录

I. Marketing Applications: 应用题

1. Look at your school's schedule of classes for the coming semester. Examine the course offerings in your major area and try to predict which courses will have low, medium, and high demand. What factors do you think affect demand for courses? If a new course were offered, what information would you want to know in order to predict the level of demand for it?
2. 假设江苏省的个人可支配收入 (y_i) 占全国的 0.4239%; 该省的零售额 (r_i) 占全国的 0.5167%; 该省的人口 (p_i) 是全国人口的 0.5618%。这三类数据的权重分别为 0.5, 0.2, 0.3。假设每年全国羊毛衫销售潜量是 1200 亿元, 去年雪莲牌羊毛衫在江苏省的总销售额是 3260 万元, 占全国市场的份额约为 3%。请计算江苏省地区购买力指数, 并回答雪莲牌羊毛衫在江苏省所占的市场份额是否高于其全国市场份额。

II. Case Analysis: 案例分析

“Genentech: Forecasting Euphoria”, *Principles of Marketing* 6th ed. pp.

Session 7 Strategic Planning and Marketing Process 第七讲

Text: Chapter 2 第二章

I. Marketing Applications: Question 1 (a – c) 应用题

(在教科书的章尾)

II. Issues for Discussion: 讨论题

1. What's the position of business portfolio analysis as related to the planning of marketing mix?
2. How do you evaluate the diversification of many Chinese home appliance companies into the computer industry in the early 2000's?
3. To predict for the outcome of 力帆、波导、小天鹅's entry into automobile industry, what key factors or information do you need to know?

III. Case Analysis: 案例分析

1. 《英特尔公司》(《当代营销学案例集》)
2. 《中国收获机械集团公司》(《当代营销学案例集》)

IV. Quiz 2 (for Sessions 4-7) 阅读测试

Session 8 Market Segmentation, Targeting, and Positioning 第八讲

Text: Chapter 7 第七章

I. Marketing Applications: Question 1 (a – e) 应用题

(在教科书的章尾)

II. Issues for Discussion: 讨论题

1. Applying the relevant principles, please evaluate the targeting and positioning strategies of Haier, TCL, Lenovo for their major products.
2. What do you think of the positioning strategy of “Brain Platina”(脑白金)?

III. Case Analysis: 案例分析

“GM: Downsizing the Hummer,” from *Principles of Marketing* 11th ed.

Session 9 Market Plan Implementation and Control 第九讲

Text: Chapter 2, Appendix 2 第二章 附录

I. Marketing Applications: 应用题

1. What activities make up the implementation phase of marketing management? Is it better to have a good marketing strategy that is poorly implemented, or a mediocre strategy that is well implemented?
2. What's the nature of “日清日高”and “人单合一”models by Haier Group (海尔集团)? Explain and evaluate it in terms of certain type of control.

II. Case Analysis: 案例分析

A large manufacturer of industrial equipment has a salesperson assigned to a major city. Regional sales managers supervise the sales representatives in several cities. The chief marketing officers wants to evaluate the profit contribution of the different cities. How might each of the following costs be allocated to each of the cities?

- (a) the aggregate costs of sending bills to customers;
- (b) district sales managers' expenses;
- (c) national magazine advertising
- (d) marketing research

Session 10 Product, Service and Product Development 第十讲

Text: Chapter 8, 9 第八、九章

I. Marketing Applications: Question 1 (a – f) 应用题

(在教科书的章尾)

II. Issues for Discussion: 讨论题

1. List and explain the “core, actual, and augmented products” of the educational experience that universities offer. How are they different, if at all, from the “product” offered by junior colleges?
2. Get the profile of Lihua Fastfood, Ltd. on its website, and analyze its business model with the theory about service.
3. To get perception from its target market, which way of test marketing is best for a brand-new product such as the flea remover for pets?

III. Case Analysis: 案例分析

1. 《桑普太阳能案例》 from 《当代营销学案例集》
2. “I Want my VoIP!” from *Principles of Marketing* 11th ed.

Session 11 Product Life-Cycle and Brand Development 第十一讲

Text: Chapter 9,8 第九、八章

I. Marketing Applications: Question 1 (a – e) 应用题 (在教科书的章尾)

II. Issues for Discussion: 讨论题

1. Pick a food product, soft drink, fashion, or electronic appliance and trace the product’s life cycle. Explain how you separate the stages of the product’s evolution. Project where this life cycle will go from here.
2. Analyze and describe the different brand personalities of three typical car brands in China (e.g. Jetta, Polo, Sonata). What are the major advantages and disadvantages of the brands? Are they successful in building their brands?

III. Case Analysis: 案例分析

《俞兆林的“南极棉”》(《当代营销学案例集》)

IV. Quiz 3 (for Sessions 4-11) 阅读测试

Session 12 Pricing Considerations and Approaches 第十二讲

Text: Chapter 10 第十章

I. Marketing Applications: Question 1 (a – d) 应用题 (在教科书的章尾)

II. Issues for Discussion: 讨论题

1. Does “value” mean the same thing as “low price”? How do these concepts differ?
2. Pick up two competing brands from a familiar product category (e.g. air conditioner) - one low priced and the other high priced. Which, if either, offers the greatest value?
3. Discuss the typical pricing objectives outlined in the chapter. Which of these objectives do you believe: (a) is the most commonly used; (b) is the most difficult to achieve; and (c) has the greatest potential for long-term growth of the organization? Explain.

III. Case Analysis: 案例分析

1. 《凯塞布罗啤酒市场开发》 from 《当代营销学案例集》
2. “Southwest Airlines: Waging War in Philly,” from *Principles of Marketing* 11th ed.

Session 13 Pricing Strategies 第十三讲

Text: Chapter 11, Appendix 2 第十一章 附录

I. Marketing Applications: Question 1 (a – c) 应用题

(在教科书的章尾)

II. Issues for Discussion: 讨论题

1. What do you think about the price war of air-conditioner with approaching of the hot summer?
Is it reasonable?
2. Do you agree that pricing is the most effective tool of competition in this industry?
3. Can you imagine any disadvantages of such kind of price war?

III. Case Analysis: 案例分析

1. 《凯塞布罗啤酒市场开发》 from 《当代营销学案例集》
2. “Circuit City : Selling UsedCars like Stereos”, *Principles of Marketing* 9th ed.

IV. Quiz 4 (for Sessions 12-13) 阅读测试

Session 14 Distribution Channel Designing and Management 第十四讲

Text: Chapter 12 第十二章

I. Marketing Applications: Question 1 (a – d) 应用题

(在教科书的章尾)

II. Issues for Discussion: 讨论题

1. What happened between Gome (国美) and Gree (格力)?
2. What’ s the nature of their conflict?
3. Are there any better ways to solve the problem than as it was?
4. As a manufacturer, what should Gree do to get better control of the channel?

III. Case Analysis: 案例分析

《三株公司》、《固特异双渠道策略》 from 《当代营销学案例集》

Session 15 Wholesaling, Retailing, Online Marketing and Logistics 第十五讲

Text: Chapter 13,17 第十三、十七章

I. Marketing Applications: Question 1 (a – d) 应用题

(在教科书的章尾)

II. Issues for Discussion: 讨论题

1. Observe and point out the differences in the point-of-purchase marketing efforts by the cosmetic companies and the home appliance producers.
2. Is digital camera suited to on-line B2C marketing? Why? What kind of retailing model would lead its producer to a competitive position in China’ s current market?

Case Analysis:

1. 《凯迪红黄蓝网络社区》 from 《当代营销学案例集》
2. 《‘走进中关村’ 网站》 from 《当代营销学案例集》
3. “Sears: Visions of Grandeur?” from *Principles of Marketing* 11th ed.

IV. Quiz 5 (for Sessions 14-15) 阅读测试

Session 16 Integrated Marketing Communications and Advertising 第十六讲

Text: Chapter 14,15 第十四、十五章

I. Marketing Applications: Question 1 (a – c) 应用题

(在教科书的章尾)

Issues for Discussion:

1. What's the serious problem a company would encounter when it begins to adopt IMC program?
2. How to solve this problem?

II. Case Analysis: 案例分析

1. 《IBM RS 整合营销》(《当代营销学案例集》)
2. 《依云矿泉水》(《当代营销学案例集》)

Session 17 Sales Promotion and Public Relations 第十七讲

Text: Chapter 15 第十五章

I. Marketing Applications: Question 1 (a – c) 应用题

(在教科书的章尾)

II. Issues for Discussion: 讨论题

1. What promotional tools have been taken in the following cases?
2. To bring high ROI for each, what efforts are usually required?
 - 海尔加盟体育营销, 聘请篮坛巨星作形象代言人
 - 中石化成为 2004-2006 年 F1 中国站的独家赛事赞助商

III. Case Analysis: 案例分析

1. 《长城高级润滑油公司企业识别系统导入工程》from 《当代营销学案例集》
2. “Pepsi: Promoting Nothing” from *Principles of Marketing* 11th ed.

Session 18 Personal Selling, Sales and Customer Relationship Management 第十八讲

Text: Chapter 16 第十六章

I. Marketing Applications: Question 2(a – d) 应用题

(在教科书的章尾)

II. Issues for Discussion: 讨论题

1. Envision a typical salesperson.
Have your perceptions of salespeople changed after what you've just read and discussed?
How? Be specific.
2. What role does training play in helping a person develop selling skills and abilities?
3. State what your career ambition is and briefly state how you might be involved in selling.

III. Case Analysis: 案例分析

“Jefferson Pilot: Growing the Sales Force,” from *Principles of Marketing* 11th ed.

IV. Quiz 6 (for Sessions 16-18) 阅读测试

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