附：

项目课程表

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **W/C** | 25-Feb-19 | 04-Mar-19 | 11-Mar-19 | 18-Mar-19 | 25-Mar-19 | 01-Apr-19 | 08-Apr-19 | 15-Apr-19 | 22-Apr-19 | 29-Apr-19 | 06-May-19 | 13-May-19 |   |
| **Week** | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |   |
| **Term** | **Semester 2** |   |
| **Subject** | STARTERS BOOTCAMP | **Academic and Professional Skills** | GRADUATION BOOTCAMP |   |
| **Workshops** | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Holiday | 10 |   |
| **Subject** | **International Marketing Leadership** |   |
| **Workshops** | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Holiday | 10 |   |
| **Subject** | **Immersive Interaction** |   |
| **Events** | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Holiday | 10 |   |
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| **Key:** |   |  | Bootcamp |  |  |  |  |  |  |  |   |
|  |   |   |   |   |   |   |   |   |   |   |   |   |   |
|   |   |   | Weeks containing a Bank Holiday |   |   |   |
|   |   |   |   |   |   |   |   |   |   |   |   |   |   |
|   |   |   | Workshops 4.5 hours in length |   |   |   |   |
|   |   |   |   |   |   |   |   |   |   |   |   |   |   |
|   |   |   | Workshops 3 hours in length |   |   |   |   |
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**项目课程设置明细**

# **Academic and Professional Development Module Schedule**

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| **Week** | **Workshop****No.** | **Topic and Activities:** |
| **1** | **WS 1** | **Main Activities:** Module Introduction and Introduction to Academic PractiseWhat is Academic WritingSocial Media Writing Vs. Academic Writing |
| **2** | **WS 2** | **Main Activities:** Team Work and ResearchNetworking |
| **3** | **WS 3** | **Main Activities:** Listening, Reading and Note TakingPlagiarism, Citing and ReferencingCiting and Referencing (2) |
| **4** | **WS 4** | **Main Activities**:3Ps:Personal brandingProfessionalismPDP  |
| **5** | **WS 5** | **Main Activities:** Creative problem solving andEntrepreneurship |
| **6** | **WS 6** | **Main Activities**: Editing, Proof Reading and ReviewingFeedback and MarkingAction planning |
| **7** | **WS 7** | **Main Activities**:Writing Workshop  |
| **8** | **WS 8** | **Main Activities**:Presentations Workshop  |

# **International Marketing Leadership Module Schedule**

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| --- | --- | --- |
| **Week** | **Workshop****/Lecture No.** | **Topic and Activities**  |
| **1** | **WS 1** | **Main Activities:** Module Introduction and, Developing and delivering an organisation’s vision and mission1. Critically analyse how to create a clear, simple, reality-based vision for an organisation and its stakeholders
2. Critically evaluate the importance of mission statements in articulating and communicating an organisation’s strategic vision and identity

**Participant Preparation for next week:** Marketing Management 15 ed. Kotler and Keller Chp 2 |
| **2** | **WS 2** |  **Main Activities:** Developing Marketing Strategies and Plans 1. How does marketing affect customer value?</para></question></general-problem>
2. <general-problem label="2" maxpoints="1"><question label="2"><inst></inst><para>How strategic planning is carried out at different levels of the organization?</para></question></general-problem>

<general-problem label="3" maxpoints="1"><question label="3"><inst>3.</inst><para>What does a marketing plan include**Participant Preparation for next week:** Marketing Management 15 ed. Kotler and Keller Chp 3 |
| **3** | **WS 3** | **Main Activities:** Collecting Information and Forecasting Demand1. What are the components of a modern marketing information system?</para></question></general-problem>
2. <general-problem label="2" maxpoints="1"><question><inst></inst><para>What are useful internal records for such a system?</para></question></general-problem>
3. <general-problem label="3" maxpoints="1"><question><inst></inst><para>What makes up a marketing intelligence system?</para></question></general-problem>
4. <general-problem label="4" maxpoints="1"><question><inst></inst><para>What are some influential microenvironment developments? </para></question></general-problem>
5. <general-problem label="5" maxpoints="1"><question><inst></inst><para>How can companies accurately measure and forecast demand

**Main Activities:** Conducting marketing research 1. What constitutes good marketing research?
2. What are the best metrics for measuring marketing productivity?
3. How can marketers assess their return on investment of marketing expenditures?

**Participant Preparation for next week:** Marketing Management 15 ed. Kotler and Keller Chp 6 |
| **4** | **WS 4** | **Main Activities**:Analysing consumer markets1. How do consumer characteristics influence buying behaviour?
2. What major psychological processes influence consumer responses to the marketing program?
3. How do consumers make purchasing decisions?
4. In what ways do consumers stray from a deliberative, rational decision process?

**Participant Preparation for next week:**  Marketing Management 15 ed. Kotler and Keller Chp 7 |
| **5** | **WS 5** | **Main Activities**:Analysing business markets1. What is the business market, and how does it differ from the consumer market?
2. What buying situations do organizational buyers face?
3. Who participates in the business-to-business buying process?
4. How do business buyers make their decisions?
5. How can companies build strong relationships with business customers?
6. How do institutional buyers and government agencies do their buying?

**Participant Preparation for next week:** In class assessment andMarketing Management 15 ed. Kotler and Keller Chp 12**Main Activities**: Addressing Competition and Driving Growth 1. What are the characteristics of products, and how do marketers classify products?
2. How can companies differentiate products?
3. Why is product design important and what factors affect a good design?
4. How can a company build and manage its product mix and product lines?
5. How can companies combine products to create strong co-brands or ingredient brands?
6. How can companies use packaging, labelling, warranties, and guarantees as marketing tools?

**Participant Preparation for next week:**  Marketing Management 15 ed. Kotler and Keller Chp 14 |
| **6** | **WS 6** | **Main Activities**:Designing and Managing Services1. How do consumers process and evaluate prices?
2. How should a company set prices initially for products or services?
3. How should a company adapt prices to meet varying circumstances and opportunities?
4. When should a company initiate a price change?
5. How should a company respond to a competitor’s price change?

**Participant Preparation for next week:**  Marketing Management 15 ed. Kotler and Keller Chp 16 |
| **7** | **WS7** | **Main Activities**: Developing Pricing Strategies and Programs1. What major types of marketing intermediaries occupy this sector?
2. What marketing decisions do these marketing intermediaries make?
3. What are the major trends with marketing intermediaries?
4. What does the future hold for private label brands?

**Participant Presentations****Participant Preparation for next week:**  Marketing Management 15 ed. Kotler and Keller Chp 17 |
| **8** | **WS 8** | **Main Activities**: Designing and Managing Integrated Marketing Channels 1. In this chapter, we will address the following questions:
2. What is the role of marketing communications?
3. How marketing communications work?
4. What are the major steps in developing effective communications?
5. What is the communications mix and how should it be set?
6. What is an integrated marketing communications program?
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# **Immersive Interaction**

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| **Week** | **Workshop****No.** | **Topic and Activities:** |
| **1** | **WS 1** | **Main Activities:** Walking Tour of the City of LondonMuseum of London  |
| **2** | **WS 2** | **Main Activities:** MasterClass – Chartered Management Institute/Institute of DirectorsGame show |
| **3** | **WS 3** | **Main Activities:** The Mayor’s Office |
| **4** | **WS 4** | **Main Activities**:The Bank of England Museum |
| **5** | **WS 5** | **Main Activities:** Mini golf Challenge |
| **6** | **WS 6** | **Main Activities**: Knowledge Quest: Brand Museum/British Museum/Tate/Natural History |
| **7** | **WS 7** | **Main Activities**:Company Connect: Company Visit |
| **8** | **WS 8** | **Main Activities**:Theatre |
| **9** | **WS 9** | **Main Activities:** Programme Conclusion - Gala Extravaganza |