Shanghai Jiao Tong University

BU435 Marketing in the Mobile Internet Era

Instructor Information	Jun Chen Home Institution: Shanghai Jiao Tong University Email: judy22123@sjtu.edu.cn Office Hours: Determined by Instructor

Term	March 22, 2021 - June 11, 2021	**Credits**	3 units

Class Hours	Once per week, 150 mins per teaching day
Discussion Sessions	1 hour each week, conducted by teaching assistant(s)
Total Contact Hours	56 contact hours (1 contact hour = 45 mins, 2520 mins in total)
Required Texts (with ISBN)	No Required Texts
Prerequisite	Principles of management and marketing

Course Overview：

Review and discussion about marketing strategy setting, consumer behavior and marketing environment analysis, marketing mix designing in mobile internet era ; case study of Tiktok, Jingdong, Alibaba, Bilibili and etc.; fulfill a research project during the course.

Course Goals：

Base on review of classic marketing management fundamentals, understand the application and modification of these knowledge in mobile internet era by case study and research project.

Grading Policy

Homework	20%
Quiz	30%
Report and Presentation	50%

Grading Scale

Number grade	Letter grade	GPA
90-100	A	4.0
85-89	A-	3.7
80-84	B+	3.3
75-79	B	3.0
70-74	B-	2.7
67-69	C+	2.3
65-66	C	2.0
62-64	C-	1.7
60-61	D	1.0
$\leq$59	F (Failure)	0

Class Schedule

Date	Lecture	Readings
Week 1	Marketing concepts and trends in mobile internet era	https://www.researchgate.net/publication/347454921_Marketing_trends_using_memes_to_target_Generation_Z
Week 2	Marketing Strategy and brand strategy	https://www.researchgate.net/publication/348935860_Business_to_Business_Marketing_Strategy_Planning_for_the_SME_Marketplace_of_XYZ
Week 3	Environment scanning: macro and micro	Chouk S K , Hammami M , Dhraou S B , et al. Overview of the research on Strategic Environmental scanning and competitive intelligence[C]// 2020 International Multi-Conference on: "Organization of Knowledge and Advanced Technologies" (OCTA). 2020.
Week 4	Techniques and models: Consumer behavior analysis	Sharma S , Singh G , Pratt S , et al. Exploring consumer behavior to purchase travel online in Fiji and Solomon Islands? An extension of the UTAUT framework[J]. International Journal of Culture Tourism and Hospitality Research, 2020, ahead-of-print(ahead-of-print).
Week 5	Creating a product in vogue and product eco-system	Yang Y . The Maker-Platform Eco-system Model in Internet Environment: A Case Study of Haier[J]. DEStech Transactions on Economics Business and Management, 2016(icem).
Week 6	Pricing policy and accurate marketing	Zeng Y . The Accurate Marketing System Design Based on Data Mining Technology: A New Approach[C]// International Conference on Advances in Mechanical Engineering & Industrial Informatics. 2015.
Week 7	Content marketing	Naseri Z . Content Marketing: Identify the basic components and dimensions in order to provide conceptual model[J]. Library & Information Science Research, 2020, 7(1):280-303.
Week 8	Distribution designing and O2O marketing	Ren M , Zhou G , Gu G , et al. STATISTICAL ANALYSIS OF USER CHECK-IN BEHAVIOR AND ITS APPLICATION IN O2O MARKETING[J]. Pakistan Journal of Statistics, 2013, 29(9):973-988.

Week 9	Integrated marketing communication	https://www.researchgate.net/publication/3428 87234_INTEGRATING_SOCIAL_MEDIA_ AND_DIGITAL_MEDIA_AS_NEW_ELEM ENTS_OF_INTEGRATED_MARKETING_C OMMUNICATION_FOR_CREATING_BRA ND_EQUITY
Week 10	Service marketing mix and experience marketing	Tynan, Caroline, McKechnie, et al. Experience marketing: a review and reassessment.[J]. Journal of Marketing Management, 2009.
Week 11	Case study or on-the-spot teaching	Lien C H , Cao Y . Examining WeChat users' motivations, trust, attitudes, and positive word-of-mouth: Evidence from China[J]. Computers in Human Behavior, 2014, 41(dec.):104–111.
Week 12	Corporate social responsibility	Nielsen A E , Thomsen C . Corporate social responsibility (CSR) management and marketing communication: Research streams and themes[J]. Hermes, 2017, 49(49):49-65.