|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **课程名称** | | **市场营销学** | **课程性质** | | | **专业基础课，必修** | |
| **使用教材** | | **《市场营销学》（第五版），吴健安主编，清华大学出版社** | | | | | |
| **授课题目** | |  | | | | | |
| **教**  **学**  **目**  **标** | **知识**  **目标** |  | | | | | |
| **过程**  **目标** |  | | | | | |
| **德育**  **渗透** |  | | | | | |
| **教学重难点** | |  | | | | | |
| **教材分析** | |  | | | | | |
| **学情分析** | |  | | | | | |
| **教学准备** | **教师** |  | | | | | |
| **学生** |  | | | | | |
| **教学过程** | **阶段** |  | |  |  | |  |
| **1** |  | |  |  | |  |
| **2** |  | |  |  | |  |
| **3** |  | |  |  | |  |
| **4** |  | |  |  | |  |
| **5** |  | |  |  | |  |
| **阅读与**  **思考** | |  | | | | | |
| **教学**  **反思** | |  | | | | | |