

Marketing in China

Spring 2010

PROFESSOR: Naixiang Feng

OFFICE LOCATION: Chengxin Building 1418 ; Office Phone Number:64493507

OFFICE HOURS: Thursday 2:00-4:00 pm

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TEXTBOOK: 1. Cateora, Philip and Graham, John, *International Marketing, 13th Edition* McGraw-Hill
2. Supplemental Materials distributed in class.

COURSE DESCRIPTION:

Marketing in China is both similar to and very different from marketing done elsewhere. Culture plays a major role, though how large will be one of the areas that will be explored in this course. The rise and role of the internet, the special part played by branding strategies, the role of consumer research, and the ways in which managers and consumers react to various marketing efforts will all be addressed in this course. These and other marketing issues will be illustrated and examined using cases that are derived from experiences and operations in China. The purpose is to provide a brief overview for China's current marketing strategy. The course is integrative in approach, combining the content of marketing theories with marketing practices in China.

COURSE OBJECTIVES:

The primary objective of this course is to expose you to issues involved in China's marketing. The Chinese business is becoming increasingly more aware of the international marketplace and is looking for employees with international expertise. It is impossible in any one course to teach you how to market every product in every country. In this course, we will look at general examples and frameworks of China's marketing through lectures and class discussions. We will also look at some specific examples of how to market products China through the group project. By providing the framework and one in-depth example, students should be able to apply their knowledge of marketing to the Chinese situations.

GRADING: Grading will be made up as follows:

Class participation: 10%

*Team presentation: 20%

(A team consists of 4 students give a presentation on a selected case from the textbook or a topic agreed with the instructor)

Mid-term exam: 30% (open-book test from the textbook Chapt.1-8)

**Final paper	40%
Total	100%

*The presentation should be 15-minute long (strictly enforced). This is your opportunity to be creative with visual aids and charts. The use of PowerPoint is strongly encouraged. You can create advertising, new packaging, a video, or something else (be innovative) to make your presentation interesting.

** Students are required to hand in a final paper with at least 3,000 words, topics must be relevant with marketing in China

ATTENDANCE POLICY:

Every student is required to attend class punctually each time. In case of absence, students should notify the instructor beforehand. Absence from class will adversely affect your final score.

Tentative Schedule: Topics and readings

Week	LECTURE TOPIC	READING ASSIGNMENT
1	Introduction of the course, overview	Ch 1
2	Current situation of marketing in China	Ch 2
3	Global and China's business environment	Ch 3-4
4	Cultural impacts on marketing	Ch 5
5	Business customs and practices in China's markets	Ch 6
6	China's political forces	Ch 7-8
7	Mid-term Exam & Team presentation:	
8-9	Branding in China	Ch 14
10-11	Distribution Channels in China	Ch 16
12	Advertising and promotion in China	Ch 19
13	Ethical issues in China's marketing	
14	Final paper due, wrap-up of the course	

While this syllabus should provide you with an outline of the course, grading criteria and a tentative schedule, please note that the instructor reserves the right to modify this syllabus and schedule as deemed necessary.

Week 1: Introduction, outline and beginnings

This week, we will get acquainted with each other, and I will examine the general principles of the course, a PPT of overview of China will be displayed.

Week 2: Current Situation of Marketing in China

We will examine China's market in terms of Demographic Information, Economy information, Imports and exports, Global economy, and China business tips

Overview of China's Market

Week 3: Global and China's Business Environment

In this week, we will examine the business environment of China in the coming years with the aid of a PPT and discussions.

Edward Tse, China's Five Surprises (Strategy+business: Wnter, 2005)

Jack Stratton, The Straight and the Narrow (US-China Business Council: Jan.12, 1998)

Week 4: Cultural impacts on marketing

Marshall Goldsmith, Crossing the Cultural Chasm (Businessweek, May 30, 2007)

Wensen Li, Chinese Culture and Customers (Fudan University, lecture notes)

Breaking through the Great Wall: Doing Business with the Chinese
(Knowledge@Wharton, March 28,2001)

Selling to the Local Chinese Market: An interview with Lenovo's Deepak Advani and BCG's HI Sirkin (Knowledge@Wharton, Oct. 16,2006)

Week 5: Business Customs and Practices in China's Markets

Piset Wattanavitukul, Lessons from the Chinese Marketing Battlefield (Awakening Dragon-Doing Business in China, Feb./Mar.2003)

One Billion, Three Hundred Million: The New Chinese Consumer
(Knowledge@Wharton, Oct.16, 2003)

The Changing Face of Management in China (Knowledge@Wharton, June 01, 2005)

Week 6: China's Political Environment

This week we will examine China's political structure. The fast development of

China's economy

Broken China (Businessweek, July 23,2007)

Political environment- who are the decision makers?

(http://www.china-britain.org/system_china/3_political.html#political)

Week 7: Mid-term Exam

Week 8&9: Branding in China

The world has witnessed China's rapid economic development in the past two decades, yet few of China's own brands have been recognized.

The Branding of China (Businessweek:, Nov.10,2004)

Building Brands in China (Businessweek, Nov.22,2005)

Shaun Rein, The Key to Successful Branding in China (Businessweek, Sept.25,2007)

Sourcing From China: No longer Just for Shoes, toys and Clothes

(Knowledge@Wharton, June 1, 2005)

'Quality Fade': China's Great Business Challenges (Knowledge@Wharton, July 25, 2005)

TCL's Dongsheng Li: "We Should Control and Own Our Brands"

(Knowledge@Wharton, June 1, 2005)

BW's 20 Best Chinese Brands (Businessweek, Aug.25, 2006)

Week 10&11: Distribution Channels in China

Piset Wattanavitukul, Why Distribution is key to Marketing in China (Awakening Dragon-Doing Business in China, December, 2002)

Navigating the Labyrinth: Sales and Distribution in Today's China

(Knowledge@Wharton, Oct.16, 2006)

China is Trying to Cope with its Logistics Challenges but Gaps Persist

(Knowledge@Wharton, June 1, 2005)

Sun Haiyan, Production, Supply, and Marketing of Chinese Cabbage Stored for Winter Consumption in Beijing (EDI Development Policy Case Series Teaching

Cases No.2: Case Studies of Chinese Economic Reform, 1996), pp 31-50

Week 12: Advertising and Promotion in China

Yuan Wang, Xinsheng Zhang & Rob Goodfellow, Effective Marketing (*China Business Culture Strategy for Success* Published by Talisman 2003) pp201-237

Week 13: Ethical Issues in China's Marketing

Sue Adkins, The Business Case for Corporate Ethics
(http://www.ethicalcorp.com/content_print.asp?ContentID=2)

Alex Blyth, Corporate responsibility in China – a cross section of business issues and practices (Ethical Corporation magazine - March 2004 issue)

Week 14: Final paper due, wrap-up of the course