

Marketing in China

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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.

REQUIRED TEXT:

1. P. Kotler, K.L.Keller and Tailong Liu *Marketing Management in China*, 13th Edition, Pearson Prentice Hall, 2009,
ISBN 13 978-981-06-7997-2
ISBN 10 981-06-7997-1
2. Selected Readings Distributed in Class

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.

TEACHING METHODS:

This course is taught using a combination of the lecture and student participation methods. The class will participate in several in-class exercises intended to reinforce the concepts discussed in the lectures and in the text. It is imperative that you actively

participate in these discussions. We will cover approximately 1 chapter each week, plus supplementary readings as listed and augmented as the semester progresses.

COURSE REQUIREMENTS:

• *Marketing moments* will be used in class to demonstrate examples of how marketing can apply to real world situations. Marketing Moments – Five to ten minutes of each class will be reserved for students to present to the class current marketing practices relating to the chapter currently being studied. The presented practices are to be supported by a write-up of the practice. Give the write-up to the professor prior to the presentation. A printed article from a newspaper, journal, the web, annual report, documented personal interview, etc. shall suffice as the core of the write-up, but students are required to add their own commentary. These write-ups are to be distributed at the very beginning of class for reading and review. A full citation of the source of the write-up must be included with the write-up.

GRADING AND EVALUATION:

1. Assignments (pop quizzes and class participation) account for 10%. Excellent classroom discussion on the Marketing Spotlights or on any other component of the course, supported by adequate preparation, is an important component of the class participation grade.
2. Group-based presentation/analysis will be 20%, which can be any topics in relevant with marketing concepts, principles and issues.
3. Mid-term exam will be 20%, which will be inclusive of textbook material, supplementary readings.
4. Final Essay: 50%, must be at least 2,000 words in length, which can be topics in relevant to marketing in China. Journal articles and specialist books on the topic, in Chinese or English, are both suitable sorts of reference. The essay must consult at least 6 sources, and they must be listed.

TOTAL 100%

Grades will be calculated using the following scales:

| Percentage | Grade | Percentage | Grade |
|------------|-------|------------|-------|
| 93-100% | A | 72-74% | C |
| 90-92% | A- | 69-71% | C- |
| 87-89% | B+ | 66-68% | D+ |
| 83-86% | B | 63-65% | D |
| 80-82% | B- | 60-62% | D- |
| 75-79% | C+ | 0-59% | F |

CLASS POLICIES:

1. Each student is responsible for obtaining all handouts, announcements, and schedule changes.
2. Class starts on time. It is in your best interest to be punctual. Late arrivals to class will not be admitted. Nor are you allowed to leave the class early.
3. Important class announcements may be communicated by e-mail. You are responsible for checking your e-mail account regularly.
4. Class attendance is required. Students may miss no more than 2 classes for the entire course. For each absence, students must provide a valid excuse, such as a physician's written proof of absence. Any missed class without authorized reason (such as a documented health problem) beyond the allowed 2 sessions will lead to the exclusion of the student from the class, and a failing grade.

ACADEMIC HONESTY STATEMENT:

Bottom Line: Don't Cheat. Do not plagiarize. Do not pass off others' work or ideas as you own. It is also expected that students will not seek, receive, accept, or give assistance on exams. Contribute fairly to group work. Always cite all reference materials that you use (including materials from the www). When in doubt, err on the safe side. Please refer to the following web link for policies on academic honesty:

http://www.luc.edu/cas/pdfs/CAS_Academic_Integrity_Statement_December_07.pdf

TENTATIVE SCHEDULE:

| Class / Week | Chapter Title or Topic | Chapter Assignment |
|---------------------|---|---------------------------|
| 1 | Kick-off session: Introduction of the course; An Overview of Marketing in China | 1-2 |
| 2 | Understanding Marketing for the 21 st Century Case: Coca-cola | 3-4 |
| 3 | Scanning The Market Environment Case: China's Emerging Middle Class McKinsey Quarterly: China's new pragmatic consumers | 5 |
| 4 | Analyzing Consumer Markets Marketing in China: 1. The One-Child Generation 2. Transition of the Female Social Role in China | 6-7 |
| 5 | Business Markets, Identifying Market Segments and Targets Case: How Wal-Mart Does Purchasing in China | |
| 6 | Mid-term exam (CH 1-7 INCLUSIVE) | 8,11 |

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| 7 | Creating Positioning and Dealing with Competition, Designing and Managing Services Case: Baidu's Challenge for Google Marketing in China: Wong Lo Kat | 9-10 |
| 8 | Branding & Product Strategy Marketing in China: Huawei Case: Haier Li Ning | |
| 9 | Field trip* | Field trip report 13&14 |
| 10 | Marketing Channels, Retailing and Wholesaling Case: Gome | 16 |
| 11 | Advertising and Public Relations Marketing in China: Bidding for Commercials in CCTV's Prime Time | 19 |
| 12 | Managing Marketing in the New World. Marketing in China: Chery Automobiles Case: Microsoft Final Paper Due | |
| 13 | Students' presentation of the final paper | |

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.

*Field trip may take place at other week, depending on the time availability of the Company we are to visit.