

**City University of Hong Kong
Course Syllabus**

**offered by College of Business
with effect from Semester B 2017/2018**

Part I Course Overview

Course Title:	Marketing Strategies for Executives in Modern China
Course Code:	FB6825
Course Duration:	1 Semester
Credit Units:	2
Level:	P6
Medium of Instruction:	The normal medium of instruction and assessment is English. However, staff members may use Chinese and Chinese materials to explain or clarify some topics due to the subject area covered by the course.
Medium of Assessment:	English
Prerequisites: (Course Code and Title)	NIL
Precursors: (Course Code and Title)	NIL
Equivalent Courses: (Course Code and Title)	NIL
Exclusive Courses: (Course Code and Title)	NIL

Part II Course Details

1. Abstract

What are the fundamental characteristics of marketing in China? How are the dynamic changes in China's political and economic environment shaping China's consumer market? In addressing these issues, the course aims to provide the theoretical background, analytical tools, and empirical contents necessary for participants to understand the market and to effectively formulate marketing strategies in China.

2. Course Intended Learning Outcomes (CILOs)

(CILOs state what the student is expected to be able to do at the end of the course according to a given standard of performance.)

No.	CILOs	Weighting (if applicable)	Discovery-enriched curriculum related learning outcomes (please tick where appropriate)		
			A1	A2	A3
1.	Understand marketing in China and developing effective strategies have become top priorities for companies that want to compete successfully in the global market.		✓	✓	✓
2.	Understand China's General Market Environment, Economic Transition, Political development and social Changes and able to make practical use.		✓	✓	✓
3.	Understand and apply rapid changing China consumer behaviour.		✓	✓	✓
4.	Decision making in China market entry strategy		✓	✓	✓
5.	Understand and apply Marketing communication in China.		✓	✓	✓
6.	Understand and apply pricing strategy in China market.		✓	✓	✓
7.	Formulate marketing strategy in consumer marketing vs Industrial Marketing.		✓	✓	✓
8.	Able to collect market information through secondary and primary sources.		✓	✓	✓
		100%			

A1: Attitude

Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

A2: Ability

Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to self-life problems.

A3: Accomplishments

Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

3. Teaching and Learning Activities (TLAs)

(TLAs designed to facilitate students' achievement of the CILOs.)

TLA	Brief Description	CILO No.								Hours/week (if applicable)
		1	2	3	4	5	6	7	8	
1	Lectures	✓	✓	✓	✓	✓	✓	✓	✓	
2	Case Studies	✓	✓	✓	✓	✓	✓	✓	✓	
3	China Related Marketing Project	✓	✓	✓	✓	✓	✓	✓	✓	

4. Assessment Tasks/Activities (ATs)

(ATs are designed to assess how well the students achieve the CILOs.)

Assessment Tasks/Activities	CILO No.								Weighting	Remarks	
	1	2	3	4	5	6	7	8			
Continuous Assessment: 100%											
Participation	✓	✓	✓	✓	✓	✓	✓	✓	✓	30%	
Group Cases Studies	✓	✓	✓	✓	✓	✓	✓	✓	✓	40%	
Individual Report	✓	✓	✓	✓	✓	✓	✓	✓	✓	30%	
Examination: 0% (duration: , if applicable)											
										100%	

5. Assessment Rubrics

(Grading of student achievements is based on student performance in assessment tasks/activities with the following rubrics.)

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B, B-)	Fair (C+, C, C-)	Marginal (D)	Failure (F)
Participation	1. Level of engagement in class	Student proactively contributes to class by offering ideas and asking questions most of the time.	Student proactively contributes to class by offering ideas and asking questions occasionally.	Student rarely contributes to class by offering ideas and asking questions.	Student never contributes to class by offering ideas and asking questions.	Not even reaching marginal levels
	2. Listening, questioning and discussing	Respectfully listens, discusses and asks questions and helps direct the group on solving problems.	Respectfully listens, discusses and asks questions.	Has trouble listening with respect, and takes over discussions without letting others people have a turn.	Does not listen with respect, argues with teammates, and does not consider other ideas. Blocks group from reaching agreements.	
Group Cases Studies	1. Identification of the main issues/problems	Identifies and understands all of the main issues in the case study.	Identifies and understands most of the main issues in the case study.	Identifies and understands some of the issues in the case study.	Identifies and understands few of the issues in case study.	Not even reaching marginal levels
	2. Analysis of the issues	Insightful and thorough analysis of all the issues.	Thorough analysis of most of the issues.	Superficial analysis of some of the issues in the case.	Incomplete analysis of the issues.	
	3. Comments on effective solutions/strategies	Well documented, reasoned and pedagogically appropriate comments on solutions, or	Appropriate, well thought out comments about solutions, or proposals for solutions, to most	Superficial and/or inappropriate solutions to some of the issues in the case study.	Little or no action suggested, and/or inappropriate solutions to all of the issues in the case study.	

		proposals for solutions, to all issues in the case study.	of the issues in the case study.			
	4. Links to course readings and additional research	Excellent research into the issues with clearly documented links to class (and/or outside) readings.	Good research and documented links to the material read.	Limited research and documented links to any readings.	Incomplete research and links to any readings.	
Individual Report	1. Integration of knowledge	The paper demonstrates that the student fully understands and has applied concepts learned in the course. Concepts are integrated with own insights. Concluding remarks show analysis and synthesis of ideas.	The paper demonstrates that the student, for the most part, understands and has applied concepts learned in the course. Some of the conclusions, however, are not supported in the body of the paper.	The paper demonstrates that the student, to a certain extent, understands and has applied concepts learned in the course.	The paper does not demonstrate that the author has fully understood and applied concepts learned in the course.	Not even reaching marginal levels
	2. Depth of discussion	In-depth discussion & elaboration in all sections of the paper.	In-depth discussion & elaboration in most sections of the paper.	Has omitted pertinent content or content runs-on excessively. Quotations from others outweigh the student's own ideas excessively.	Cursory discussion in all the sections of the paper or brief discussion in only a few sections.	
	3. Cohesiveness	Ties together information from all sources.	For the most part, ties together information from	Sometimes ties together information from	Does not tie together information.	

		Writing demonstrates an understanding of the relationship among material obtained from all sources.	all sources. Writing demonstrates an understanding of the relationship among material obtained from all sources.	all sources. Writing does not demonstrate an understanding of the relationship among material obtained from all sources.	Writing does not demonstrate understanding any relationships	
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Part III Other Information (more details can be provided separately in the teaching plan)

1. Keyword Syllabus

(An indication of the key topics of the course.)

1. **Introduction to Marketing in China**
 - (a) General Market Environment (social, cultural, and geographic characteristics)
 - (b) A General Model of Marketing Dynamics in China (Drivers, Changes, Formations, Integration, Trends)
2. **The Fundamental Driving Forces of China's Marketization**
 - (a) The Economic Transition
 - (b) Political Development
 - (c) Social Changes
3. **Rapid Changing in the Chinese Society**
 - (a) A Model of Diamond of Social Changes in China
 - (b) Rural Development, Urbanization, Migration, and Satellite Cities
4. **The Shaping of Chinese Consumers (I)**
 - (a) Social Stratification
 - (b) Income Growth and Spending Power
 - (c) Demographic Changes
5. **The Shaping of Chinese Consumers (II)**
 - (d) Evolution of Lifestyles and Needs
 - (e) Attitudes and Behaviour
 - (f) Consumption Patterns
6. **The Emergence of Markets in China**
 - (a) Market Segmentation
 - (b) Market Shifts and Development
7. **Marketing Practices in a Rapidly Changing Society (I)**
 - (a) Consumer Market
 - (b) Industrial Market
8. **Marketing Practices in a Rapidly Changing Society (II)**
 - (c) Distribution and Pricing
 - (d) Marketing Communications in China
9. **Restraining Forces in China**
 - (a) The Boom and Bust Cycles
 - (b) The Money-Losing State Sectors
 - (c) Uneven Development (regional, personal income, and sector-wise)
 - (d) "The Population Crises"
10. **Marketing Information and Marketing Research in China**
 - (a) Information Sources
 - (b) Conducting Marketing Research in China
 - (c) Using Vendors to Conduct Research

11. **Conclusion: Marketing Trends in China**
- (a) Integration of What We Have Learned
 - (b) Trends and Projections
 - (c) Strategic Implications

2. Reading List

2.1 Compulsory Readings

(Compulsory readings can include books, book chapters, or journal/magazine articles. There are also collections of e-books, e-journals available from the CityU Library.)

2.2 Additional Readings

(Additional references for students to learn to expand their knowledge about the subject.)

Blackman C., **Negotiating China - Case studies and strategies**, Australia, Allen & Unwin Pty Ltd., 1997

Boye Lafayette De Mente, **Chinese Etiquette & Ethics in Business**, USA, NTC Business Books, 1989

Chen, M., **Asian Management Systems - Chinese Japanese and Korean Styles of Business**, London and New York, Routledge, 1995

Keijzer, **China: Business Strategies for the '90s**, Pacific View Press, Berkeley, CA, 1992

Pu, M., and J. Chen, **Zhongguo Shichang Yingxiao** (*Marketing in China*, in Chinese), Shangwu Yinshu Guan (Business Publishing House): Hong Kong, 1996

Rozman, G., **The East Asian Region - Confucian Heritage and Its Modern Adaptation**, New Jersey, Princeton University Press, 1991

Whitley, R., **Business Systems in East Asia - Firms, Markets and Societies**, London, SAGE Publications Ltd., 1994

曲曉輝主編，《中國商務環境》，香港，三聯書店有限公司，1996

陳佳貴主編，《中國工業發展報告》，北京，經濟管理出版社，1996

卜妙金，《中國市場營銷 - 環境與策略》，香港，商務印書館，1996

中國社會科學院財貿物資經濟研究所，《中國商品市場的發育與完善》，北京，經濟管理出版社，1994

國世平、袁鐵堅、杜平，《中國人的消費風俗》，中國社會科學出版社，1991

賀名倫、韓太林主編，《中國改革全書，商業體制改革卷，1978-1991》，中國，大連出版社，1992

Latest References:

Fernandez Juan Antonio and Underwood Laurie, **China CEO-Voice of Experience from 20 International Business Leaders**, Singapore, John Wiley & Sons (Asia) Pte Ltd, 2006

Fernandez Juan Antonio and Liu Shengjun, **China CEO—A case Guide for Business Leaders in China**, Singapore, John Wiley & Sons (Asia) Pte Ltd, 2007

Dover Bruce, **Rupert Murdoch's China Adventures**, Singapore, Tuttle Publishing, 2008

Dallas Nick, **How to do Business in China—24 Lessons to Make Working with China More Profitable**, New York, Chicago and San Francisco, McGraw Hill, 2008

Lu Pierre Xiao, **Elite China: Luxury Consumer Behavior in China**, Singapore, John Wiley & Sons (Asia) Pte Ltd. 2008

Liu Warren K., **KFC in China: Recipe for Success**, Singapore, John Wiley & Sons (Asia) Pte. Ltd. 2008

Fannin Rebecca A., **Silicon Dragon: How China is Winning the Tech Race**, New York, Chicago and San Francisco, McGraw Hill, 2008

Ganathan G., **The Rise of the Chinese Consumer: Theory and Evidence**, West Sussex, John Wiley & Sons Ltd., 2005

Yuann J. K. and Inch J., **Supertrends of Future China : Billion Dollar Business Opportunities For China's Olympic Decade**, Singapore, World Scientific, 2008

Hsu, R. , **China Fireworks: How to Make Dramatic Wealth from the Faster Growing Economy in the World**, New Jersey, John Wiley & Sons, 2008

Donald N. S., **Made in China: What Western Managers Can Learn from Trailblazing Chinese Entrepreneurs**, Boston, Massachusetts, Harvard Business School Press, 2005

Rogers J. **A Bull in China: Investing Profitably in the World's Greatest Market**, New York, Random House, 2007

Ling Z. **The Lenovo Affair: The Growth of China's Computer giant and its takeover of IBM-PC**, Singapore, John Wiley & Sons (Asia) Pte Ltd., 2005

Mackinnon A& Powell B., **China Calling: A Foot in The Global Door**, Basingstoke and New York, Palgrave Macmillan, 2008

Naisbitt J. and Naisbitt D., **China's Megatrends: The 8 Pillars of a New Society**, New York, Harper Collins, 2009

韋三水, “宁高宁空降北京前后的中糧命运”,北京, 當代中国出版社, 2006

韋三水, “誰人不識宁高宁”, 北京, 中信出版社, 2008

宁高宁, “為什麼: 企业人思考筆記” 北京, 机械工业出版社, 2006

樽粮,“奇瑞創造”,北京,中信出版社,2007

胡冰,秦邵斐,“張瑞敏管理日志”北京,中信出版社,2008

林軍,“柳傳志管理日志”北京,中信出版社,2008

程东升,陳海燕”任正非管理日志”中信出版社,2008

吳曉波,“大敗局:中国企业失敗的 MBA 式教案”杭州,浙江人民出版社,2001

吳曉波,“大敗局 II:探尋著名企业‘中国式失敗’的基因”,杭州,浙江人民出版社,2007

吳曉波,“激蕩三十年(上)(下): 中国企业 1978—2008”北京,中信出版社,2007/2008

姚斌华,韓建清,“見証: 廣州汽车十年”廣州,廣東人民出版社,2008

劉华,左志堅,“出軌: 娃哈哈与达能的’中国式离婚””北京,中信出版社,2008

王佳芬,“新鮮: 我和光明 15 年”北京,中信出版社,2008

樊永恒,“电池大王汽车梦:比亚迪傳奇—全方位解密王傳福”深圳,海天出版社,2008

李佳怡,“王傳福与比亚迪—‘电池大王’王傳福与’汽车新貴’比亚迪的傳奇故事”,杭州,浙江人民出版社,2008

鄭作奇,“汽车’瘋子’李書福”,北京,中信出版社,2007

CCTV ‘贏在中国’項目組編著:“朱新礼創業人生”北京,中国民主法制出版社,2009

褚立,陳非,“感化力: 九牧王內圣外王之道”北京,北京大学出版商,2008

張路,吳比,“盛大傳奇: 陳天桥和他的’藍海’之路”,北京,中信出版社,2007

付輝,“汽车的底牌- 現代汽车的中国’陰謀””北京,中信出版社,2008

孫燕君,“阿里巴巴神話: 馬云的美丽新世界”,三河,江苏,江苏文艺出版社,2007

龔明勇,“董明珠談營銷: 格力电器总裁董明珠的傳奇商戰故事”杭州,浙江人民出版社,2008

張廷偉,“營銷女皇董明珠: 从普通銷售員到格力空調总裁”,北京,中华工商联合出版社,2007

馬毅穎,“炼獄之门: 中海油競購尤尼科新聞背后”,北京,中信出版社,2008

喬贏:”永不言敗:我挑戰了麥當勞”北京,北京大学出版社,2005

黃后均,尹傳高,“华帝之道”北京,中信出版社,2006

周錫冰,“国美攻略”北京,民主与建設出版社,2004

段傳敏，“苏宁，連鎖的力量：一个家电王国崛起的全程記錄- 一位商业奇才的財富傳奇”，北京，中信出版社，2008

成志明，“苏宁成长的真諦：探索中国企业成長的真諦：理念，模式，路徑”，北京，机械工业出版社，2006

朱月容，沈穎，“梁庆德談格蘭仕商道”杭州，浙江人民出版社，2008

馬鈞，“中国最具狼性的总裁：任正非”武汉，武汉大学出版社，2008

劉世英，彭征明，“華為教父：任正非”，北京，中信出版社，2008

張力升，“軍人总裁：任正非-从普通士兵到通信霸主”北京，中央編譯出版社，2008

龔文波，“任正非如是說”北京，中国经济出版社，2008

程东升，劉丽丽，“任正非談国际化經營：華為撬动世界的秘訣”杭州，浙江人民出版社，2007

張貫京，“華為四張臉：海外創始人解密国际化中的華為”廣州，廣東经济出版社，2007

吳建国，龔勇庆，“華為的世界”北京，中信出版社，2006

湯圣平，“走出華為”北京，中国社会科学出版社，2004

梁国世，“‘土狼’突圍：華為第一位駐外代表拓展国际市場的 8 年秘辛”廣州，花城出版社，2004

程东升，劉丽丽，“華為真相-在矛盾和平衡中前進的‘狼群’”，北京，當代中国出版社，2004

Cases and other reading materials will be assigned