

# MKT5641: CHINESE BUSINESS CULTURE AND MARKETING

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## Effective Term

Semester A 2025/26

## Part I Course Overview

### Course Title

Chinese Business Culture and Marketing

### Subject Code

MKT - Marketing

### Course Number

5641

### Academic Unit

Marketing (MKT)

### College/School

College of Business (CB)

### Course Duration

One Semester

### Credit Units

3

### Level

P5, P6 - Postgraduate Degree

### Medium of Instruction

English

### Medium of Assessment

English

### Prerequisites

Nil

### Precursors

Nil

### Equivalent Courses

Nil

### Exclusive Courses

Nil

## Part II Course Details

### Abstract

The course aims to:

1. Prepare students for the realities and complexities of cultural diversity.
2. Provide students a better understanding of how the firm can manage marketing challenges in cross-culture and Chinese culture settings.
3. Develop students' capacity to apply marketing strategies to a given situation involving specific cultural background.
4. Acquire advanced knowledge of Chinese business philosophy and principles;
5. Develop a critical awareness of contemporary strategic marketing issues.

#### Course Intended Learning Outcomes (CILOs)

| CILOs | Weighting (if app.)  | DEC    |        |        |   |
|-------|--|--------|--------|--------|---|
|       |  | DEC-A1 | DEC-A2 | DEC-A3 |   |
| 1     | Analyse the cross-cultural marketing environment.  | 20     | x      |        |   |
| 2     | Grasp the gist of Chinese traditional and contemporary cultures.   | 10     |        | x      |   |
| 3     | Identify the influences of culture on developing marketing strategies.   | 20     |        | x      |   |
| 4     | Apply the theory of cultural and cross-cultural management to marketing strategy development and implementation. | 50     |        |        | x |

#### 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 real-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.

#### Learning and Teaching Activities (LTAs)

| LTAs | Brief Description | CILO No.  | Hours/week (if applicable) |
|------|-------------------|---|----------------------------|
| 1    | Seminar           | Students will learn various concepts to discover the relevant knowledge and skills and to visualize the applications of the theories. | 1, 2, 3, 4                 |
| 2    | Readings          | Students must pre-read the assigned chapters and other relevant materials provided by the lecturer before coming to classes.          | 1, 2, 3, 4                 |

|   |                 |   |            |  |
|---|-----------------|---|------------|--|
| 3 | Case Analysis   | Students will work on cases to facilitate their applications in different industries, and case analysis of firms' marketing practices in specified cultural settings will be designed to encourage students' understanding of theories and concepts of Chinese business culture and marketing. Students will form small groups to analyze the cases and present a group case on one selected case.  | 1, 2, 3, 4 |  |
| 4 | Peer Discussion | Students will collaborate to design a marketing plan for a real company in a Chinese business cultural setting withing groups. This involves writing a detailed report and presenting the findings through an oral presentation in class. The presentations will cover various cultural and marketing topics, as well as the innovative aspects of the chosen marketing plan. Through this process, students will engage in peer discussions, exchanging ideas and insights on the project. | 1, 2, 3, 4 |  |

**Assessment Tasks / Activities (ATs)**

|   | ATs   | CILO No.   | Weighting (%) | Remarks ("- for nil entry) | Allow Use of GenAI? |
|---|---|------------|---------------|----------------------------|---------------------|
| 1 | Class Discussion                                | 1, 2, 3, 4 | 10            | -                          | Yes                 |
| 2 | Individual Case Study                           | 1, 2, 3, 4 | 30            | -                          | Yes                 |
| 3 | Group Case Study                                | 1, 2, 3, 4 | 20            | -                          | Yes                 |
| 4 | Group Project (Presentation and Written Report) | 1, 2, 3, 4 | 40            | -                          | Yes                 |

**Continuous Assessment (%)**

100

**Additional Information for ATs**

Regulation of the course

Students need to meet the attendance requirement of the Dept. of Marketing for the completion of the course.

**Assessment Rubrics (AR)**

**Assessment Task**

Class Discussion (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

**Criterion**

1.1 ABILITY to analysing cultural environment, customers, competitors, and other marketing elements in weekly classes.

**Excellent**

(A+, A, A-) High

**Good**

(B+, B, B-) Significant

**Fair**

(C+, C, C-) Moderate

**Marginal**

(D) Basic

**Failure**

(F) Not even reaching marginal level

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**Assessment Task**

Class Discussion (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

**Criterion**

1.2 ABILITY to offer innovative ideas and ask questions related to the practice of Chinese culture marketing.

**Excellent**

(A+, A, A-) High

**Good**

(B+, B, B-) Significant

**Fair**

(C+, C, C-) Moderate

**Marginal**

(D) Basic

**Failure**

(F) Not even reaching marginal level

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**Assessment Task**

Individual Case Study (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

**Criterion**

2.1 Capacity to identify the diversified cultural environment and its impact on marketing practice independently in a Chinese cultural context.

**Excellent**

(A+, A, A-) High

**Good**

(B+, B, B-) Significant

**Fair**

(C+, C, C-) Moderate

**Marginal**

(D) Basic

**Failure**

(F) Not even reaching marginal level

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**Assessment Task**

Individual Case Study (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

**Criterion**

2.2 Ability to demonstrate skills in terms of organization/ structure/ logical flow and use of appendices and exhibits in the presentation.

**Excellent**

(A+, A, A-) High

**Good**

(B+, B, B-) Significant

**Fair**

(C+, C, C-) Moderate

**Marginal**

(D) Basic

**Failure**

(F) Not even reaching marginal level

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**Assessment Task**

Group Case Study (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

**Criterion**

3.1 ABILITY to analysing the cultural environment and its impact on marketing practice.

**Excellent**

(A+, A, A-) High

**Good**

(B+, B, B-) Significant

**Fair**

(C+, C, C-) Moderate

**Marginal**

(D) Basic

**Failure**

(F) Not even reaching marginal level

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**Assessment Task**

Group Project (Presentation and Written Report) (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

**Criterion**

4.1 ABILITY to communicating marketing plan in a specific culture setting effectively and excellently in oral and electronic format.

**Excellent**

(A+, A, A-) High

**Good**

(B+, B, B-) Significant

**Fair**

(C+, C, C-) Moderate

**Marginal**

(D) Basic

**Failure**

(F) Not even reaching marginal level

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**Assessment Task**

Group Project (Presentation and Written Report) (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

**Criterion**

4.2 ABILITY to organize marketing information in an organized business report format.

**Excellent**

(A+, A, A-) High

**Good**

(B+, B, B-) Significant

**Fair**

(C+, C, C-) Moderate

**Marginal**

(D)Basic

**Failure**

(F) Not even reaching marginal level

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**Assessment Task**

Class Discussion (for students admitted from Semester A 2022/23 to Summer Term 2024)

**Criterion**

1.1 Ability to analyze the cultural environment, customers, competitors, and other marketing elements in weekly classes.

**Excellent**

(A+, A, A-) High

**Good**

(B+, B) Significant

**Marginal**

(B-, C+, C) Basic

**Failure**

(F) Not even reaching marginal levels

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**Assessment Task**

Class Discussion (for students admitted from Semester A 2022/23 to Summer Term 2024)

**Criterion**

1.2 Capacity to be familiar with the assigned literature and readings.

**Excellent**

(A+, A, A-) High

**Good**

(B+, B) Significant

**Marginal**

(B-, C+, C) Basic

**Failure**

(F) Not even reaching marginal levels

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**Assessment Task**

Class Discussion (for students admitted from Semester A 2022/23 to Summer Term 2024)

**Criterion**

1.3 Ability to offer innovative ideas and ask questions related to the practice of Chinese business culture marketing.

**Excellent**

(A+, A, A-) High

**Good**

(B+, B) Significant

**Marginal**

(B-, C+, C) Basic

**Failure**

(F) Not even reaching marginal levels

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**Assessment Task**

Individual Case Study (for students admitted from Semester A 2022/23 to Summer Term 2024)

**Criterion**

2.1 Capacity to identify the diversified cultural environment and its impact on marketing practice independently in a Chinese cultural context.

**Excellent**

(A+, A, A-) High

**Good**

(B+, B) Significant

**Marginal**

(B-, C+, C) Basic

**Failure**

(F) Not even reaching marginal levels

---

**Assessment Task**

Individual Case Study (for students admitted from Semester A 2022/23 to Summer Term 2024)

**Criterion**

2.2 Ability to demonstrate skills in terms of organization/ structure/ logical flow and use of appendices and exhibits in the presentation.

**Excellent**

(A+, A, A-) High

**Good**

(B+, B) Significant

**Marginal**

(B-, C+, C) Basic

**Failure**

(F) Not even reaching marginal levels

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**Assessment Task**

Group Case Study (for students admitted from Semester A 2022/23 to Summer Term 2024)

**Criterion**

3.1 Ability to analyze the cultural environment and its impact on marketing practice.

**Excellent**

(A+, A, A-) High

**Good**

(B+, B) Significant

**Marginal**

(B-, C+, C) Basic

**Failure**

(F) Not even reaching marginal levels

---

**Assessment Task**

Group Project (Presentation and Written Report) (for students admitted from Semester A 2022/23 to Summer Term 2024)

**Criterion**

4.1 Capacity to communicate a marketing plan in a specific cultural setting effectively and excellently in oral and electronic format.

**Excellent**

(A+, A, A-) High

**Good**

(B+, B) Significant

**Marginal**

(B-, C+, C) Basic

**Failure**

(F) Not even reaching marginal levels

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**Assessment Task**

Group Project (Presentation and Written Report) (for students admitted from Semester A 2022/23 to Summer Term 2024)

**Criterion**

4.2 Ability to apply the marketing principles and develop marketing programs to tackle current marketing problems and issues.

**Excellent**

(A+, A, A-) High

**Good**

(B+, B) Significant

**Marginal**

(B-, C+, C) Basic

**Failure**

(F) Not even reaching marginal levels

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**Assessment Task**

Group Project (Presentation and Written Report) (for students admitted from Semester A 2022/23 to Summer Term 2024)

**Criterion**

4.3 Ability to organize marketing information in an organized business report format.

**Excellent**

(A+, A, A-) High

**Good**

(B+, B) Significant

**Marginal**

(B-, C+, C) Basic

**Failure**

(F) Not even reaching marginal levels

**Additional Information for AR**

The AI score in Turnitin should not exceed 25%. It is essential to ensure compliance with copyright regulations to mitigate potential legal risks.

**Part III Other Information****Keyword Syllabus**

Cross-Cultural Marketing Environment; Developing Cross-Cultural Marketing Strategies; Implementing Cross-Cultural Marketing Strategies; Contemporary Issues in Cross-Cultural Marketing. Culture; Chinese Culture; Cultural Value Dimensions; Culture of a Society; Subculture; Norms; Guanxi. Confucianism; Taoism; Legalism; Cultural Change; Mao Zedong's Thought; Changes in Chinese Culture after the Reform. Origins and refinement of Chinese culture, commercial and business traditions, national structures and conditions, foreign and China customs, government functions, consumer market, growing weight in the China market, and cross-cultural marketing.

**Reading List****Compulsory Readings**

|   | Title  |
|---|--|
| 1 | Zhou Linong, 2006. China Business. Pearson Prentice Hall.  |
| 2 | Yan, Yanni (2005) Foreign Investment and Corporate Governance in China. Palgrave-Macmillan Press Ltd. Houndmills, Basingstoke, Hampshire RG21 6XS and London, UK 2005 and also published in the United States of America by St. Martin's Press, INC. |
| 3 | Redding, S G. 1990. The Spirit of Chinese Capitalism. NY and Berlin. De Gruyter.   |

**Additional Readings**

|   | Title  |
|---|--|
| 1 | Mirsky Johathan, 2008. Modern China: A comprehensive introduction to the world's new economic giant, Constable and Robinson Ltd, London W6 9ER.                                |
| 2 | Ted C. Fishman, 2005. China Inc. How the rise of the next superpower challenge America and the world. Ted C. Fishman, New York, NY10020.                                       |
| 3 | Culture and Cause: American and Chinese Attributions for Social and Physical Events. Morris & Peng. Journal of Personality and Social Psychology, 1994. Vol 67. No 6. 949-971. |

|   |   |
|---|---|
| 4 | Clotaire Rapaille, "The Culture Code: An Ingenious Way to Understand Why People around the World Live and Buy As They Do by", Broadway Books. |
|---|---|