

# MKT4604: MARKETING IN CHINA

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## Effective Term

Semester A 2022/23

## Part I Course Overview

### Course Title

Marketing in China

### Subject Code

MKT - Marketing

### Course Number

4604

### Academic Unit

Marketing (MKT)

### College/School

College of Business (CB)

### Course Duration

One Semester

### Credit Units

3

### Level

B1, B2, B3, B4 - Bachelor's Degree

### Medium of Instruction

English

### Medium of Assessment

English

### Prerequisites

CB2601 Marketing and  
MKT3600 China Business Workshop or  
CB3042 China Business Environment

### Precursors

MKT3651 Business Environment in China

### Equivalent Courses

Nil

### Exclusive Courses

Nil

## Part II Course Details

### Abstract

This course aims to provide students with knowledge of marketing in China as both an academic discipline and a management practice. The course will cover the evolution of marketing philosophies and concepts in China, the use of marketing by business and industry, current perspectives on marketing, and ethical as well as social responsibilities of marketing will be examined. Special attention is focused on salient approaches and issues that marketers need to address in order to satisfy customer needs and compete effectively in the increasing globalizing economy.

### Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if DEC-A1 DEC-A2 DEC-A3 app.)			
1	Assess China's marketing environment.		x		
2	Grasp the gist of Chinese consumer behaviours.		x		
3	Analyze marketing opportunities in China.			x	
4	Research and select target markets in China.			x	
5	Develop, implement, and control strategic-oriented marketing programs in China.				x
6	Work productively as part of a team, and communicate effectively both in written and oral format.			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.

**Teaching and Learning Activities (TLAs)**

TLAs	Brief Description	CILO No.	Hours/week (if applicable)
1	Seminar	Theories and general knowledge of diversified culture (including Chinese culture) and its impact on marketing management practices are explained through lectures and classroom discussions. Students are given exercises that cover relevant topics and are encouraged to work-along with the lecturer and their peers. These exercises help students to visualize the applications of the theories.	1, 2, 3, 5
2	Readings	Students are required to pre-read the assigned chapters and also other relevant materials provided by the lecturer before coming to classes. These readings provide students opportunity to think through the concepts and their applications.	1, 2, 3, 5
3	Group Presentations	Presentations by individual groups to the class on various culture and marketing topics and/or the chosen marketing plan. Other students are encouraged to raise questions for the presenting groups.	4, 5, 6

**Assessment Tasks / Activities (ATs)**

ATs	CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1	Class Discussion	1, 2	20
2	Individual Assignment	1, 5	20
3	Group Case Study	3, 5, 6	20
4	Group Project Presentation	5, 6	20
5	Group Project Report	5, 6	20

**Continuous Assessment (%)**

**Examination (%)**

0

**Additional Information for ATs**

Regulation of the course

Students fail to meet the attendance requirement of the Dept. of Marketing in the course may be failed.

**Assessment Rubrics (AR)**

**Assessment Task**

Class Discussion

**Criterion**

1. Ability to present and communicate ideas in oral and/or written format to analyse cultural environment, customers, competitors, and other marketing elements in weekly classes.
2. Capacity to participate in class discussion by offering some innovative ideas and asking questions related to the practice of marketing in China.

**Excellent (A+, A, A-)**

High

**Good (B+, B, B-)**

Significant

**Fair (C+, C, C-)**

Moderate

**Marginal (D)**

Basic

**Failure (F)**

Not even reaching marginal levels

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**Assessment Task**

Individual Assignment

**Criterion**

1. Ability of analyzing the different environment in China and its impact on marketing practice independently.
2. Capacity to demonstrate good managerial and analytical skills to current marketing problems and issues.

**Excellent (A+, A, A-)**

High

**Good (B+, B, B-)**

Significant

**Fair (C+, C, C-)**

Moderate

**Marginal (D)**

Basic

**Failure (F)**

Not even reaching marginal levels

**Assessment Task**

Group Case Study

**Criterion**

1. Ability to present and communicate marketing issues effectively in oral and electronic format.
2. Capacity to show good command of analyzing the different environment and its impact on marketing practice.
3. Ability to provide good answers to questions raised during the presentation Q & A session.

**Excellent (A+, A, A-)**

High

**Good (B+, B, B-)**

Significant

**Fair (C+, C, C-)**

Moderate

**Marginal (D)**

Basic

**Failure (F)**

Not even reaching marginal levels

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**Assessment Task**

Group Project Presentation

**Criterion**

1. Ability to present and communicate marketing plan in China effectively in oral and electronic format.
2. Capacity to show good coverage of materials and contents and demonstrate good time management skills.
3. Ability to provide good answers to questions raised during the presentation Q & A session.

**Excellent (A+, A, A-)**

High

**Good (B+, B, B-)**

Significant

**Fair (C+, C, C-)**

Moderate

**Marginal (D)**

Basic

**Failure (F)**

Not even reaching marginal levels

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**Assessment Task**

Group Project Report

**Criterion**

1. Capacity to show excellent command of all aspects by applying an integrated approach to analyze the marketing problems in China.
2. Ability to apply the marketing principles and develop outstanding and attractive marketing programs to tackle current marketing problems and issues.
3. Ability to present and organize marketing information excellently 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 levels

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

Chinese market environment; consumer behaviour; competitors in China; brand building; value engineering; advertisement; distribution channels; retailing sector; guanxi.

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

Title	
1	Tom Doctoroff, "Billions Selling to the New Chinese Consumer", Palgravw MacMillan.

**Additional Readings**

Title	
1	Harvard Business Review.
2	Journal of World Business.
3	Journal of International Business Studies.
4	Jan Antonio Fernandez & Laurie Underwood, "China CEO: Voices of Experience from 20 International Business Leaders", John Wiley & Sons (Asia) Pte Ltd.