

Subject Description Form

Subject Code	MM4721
Subject Title	Marketing Management in China
Credit Value	3
Level	4
Normal Duration	1-semester
Pre-requisite/ Co-requisite/ Exclusion	Pre-requisite: Introduction to Marketing (MM2B05) or Introduction to Marketing (MM2711) or equivalent
Role and Purposes	This subject is designed to develop the students' understanding of China's marketing environment and marketing system. Specifically, it aims to provide a background for the critical appreciation of the opportunities available and for effective implementation and coordination of marketing mix programs in the vast China market. Students will be introduced a set of principles by which practicing managers can assess the burgeoning China market scientifically and thoroughly.
Subject Learning Outcomes	<p>Upon completion of the subject, students will be able to:</p> <ul style="list-style-type: none"> (a) Understand the idiosyncrasies of China's business environment and the characteristics of Chinese customers', both individual and organizational, buying behaviour and their implications for the formulation of effective marketing strategies. (BBA Outcome 2) (b) Evaluate alternative market entry strategies for the China market. (c) Explore and describe opportunities in the China market. (BBA Outcome 2) (d) Identify critical strategic and marketing management issues in the unique context of China's marketing environment. (BBA Outcome 3) (e) Benchmark the marketing approaches and techniques adopted by both local and foreign companies which have demonstrated excellent performance in China. (f) Identify both market-based and administration-based constraints on effective marketing operations in China. (BBA Outcomes 3 & 10) <p>All these will ultimately enhance the all-round development of students in appreciation of cultural and other environmental influences on marketing practice and the abilities in critically analyzing marketing opportunities in new markets and in applying modern marketing techniques in a mixed economy with socialist character in creative and flexible manner.</p>

<p>Subject Synopsis/ Indicative Syllabus</p>	<p>Understanding the Marketing Environment in China Unique features of the China market. The dynamics and market potential of the China market. The interactions between the marketing environment and the macro-environment. The implications of building a market economy with socialist character for effective marketing management in China. Regional disparity in culture, level of economic development, and business behavior. Possible impacts of WTO and CEPA on the China market.</p> <p>Marketing Research in China Sources of information. Legal and ethical issues. The information market in China. Attitudes of Chinese people towards marketing research. The implications of the above issues for research design. Problems associated with the implementation of marketing research activities in China and interpretation of collected data.</p> <p>Understanding Chinese Buyers Distinctive characteristics of Chinese buyers’ purchasing behavior. Cultural impact on buying behavior. Changes in consumption patterns and the forces underlying such changes. The concept of ‘guanxi’ and its implications for the understanding of Chinese buyers’ purchasing behavior. The Children market in China.</p> <p>Entry Strategies for the China Market Reforms in both foreign trade and distribution areas. Scenario of the existing distribution system. Characteristics of channel members’ marketing behavior. Evaluation of alternative entry strategies.</p> <p>Designing the Marketing Program Issues concerning adaptation of Western marketing principles in China. Advertising in China. Price reforms and their impact on pricing behavior. Developing and managing new products for Chinese customers. Logistics management in China. Promotion management in China. Impact of WTO on the country’s marketing channels.</p>
<p>Teaching/Learning Methodology</p>	<p>Lectures and seminars are utilized. In the seminars, cases and other project oriented work involving the analysis of marketing management activities in China are used.</p>

Assessment Methods in Alignment with Intended Learning Outcomes	Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)					
			a	b	c	d	e	f
	Continuous Assessment*	50%						
1. Marketing Case Analysis and Tutorial Questions	20%	✓	✓	✓	✓		✓	
2. Benchmarking project	30%	✓	✓	✓	✓	✓	✓	
Examination	50%	✓		✓	✓		✓	
Total	100 %							

<p><i>*Weighting of assessment methods/tasks in continuous assessment may be different, subject to each subject lecturer.</i></p> <p>To pass this subject, students are required to obtain Grade D or above in BOTH the Continuous Assessment and Examination components.</p> <p>Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes: the various methods are designed to ensure that all students taking this subject –</p> <p>There is no textbook which is well-structured and well-organized to reflect the latest development of the China market and the unique market characteristics and associated marketing and management issues. Therefore, the use of empirical research papers and management reports and real-life cases published in the past few years is more effective in explaining the current market situations and related marketing management challenges to students. This approach ensures the achievement of learning outcome a, b, c, d, and f. In addition, each student is asked to work in a team to evaluate a selected firm's marketing strategy that has been adopted in China, preferably less than 3 years. This provides students with another opportunity to learn the updated situation of the China market and how to identify the marketing and management problems derived from the unique characteristics of the China market. Through the evaluation of the market performance of the product/brand/firm, students can benchmark both excellent and inappropriate marketing practice in China. This assessment component enables us to achieve all the desired learning outcomes.</p> <p>An examination which only uses essay questions is not appropriate for this subject in the context of the aforesaid learning outcomes. However, the final examination for this subject is specifically designed to combine both essay and application questions and mini-case analysis. This format enables us to achieve the desired learning outcomes, particularly outcome a, d, e, and f.</p>
--

Student Study Effort Expected	Class contact:	
	▪ Lecture (2 hours) and tutorial (1 hour)	39Hrs
	Other student study effort:	
	▪ Group discussion and research	42Hrs
	▪ Writing reports and prepare presentation PPTs	56Hrs
	Total student study effort	137Hrs
Reading List and References	<p>Philip Kotler, Kevin Lane Keller and Taihong Lu (2009), “Marketing in China”, 1 st Edition, Pearson</p> <p>Tim Ambler, Morgen Witzel and Chao Xi (2017),” Doing business in China”, 4 th Edition, Routledge, Taylor & Francis Group</p> <p>Atsmon, Dixit, Magni, and St-Maurice (2010), “<i>China’s New Pragmatic Consumers</i>,” The McKinsey Quarterly</p> <p>Baker, Mark and Orsmond, D. (2010), “<i>Household Consumption Trends in China</i>”, March Quarter, Reserve Bank of Australia.</p>	
	<p>Batra, R. (1997), “Marketing Issues and Challenges in Transitional Economies”, <i>Journal of International Marketing</i>, Vol. 5(4), p95-114.</p> <p>Bliss, C., Haddock, R., Winkler, C. and Grichnik, K. (2009), “<i>China’s Shifting Competitive Equation: How Multinational Manufacturers Must respond</i>”, Booz, Allen and Hamilton.</p> <p>China’s Digital Generations 2.0: Digital Media and Commerce Go Mainstream, by <i>The Boston Consulting Group</i>, May 2010.</p> <p><i>Chinese Consumer Report 2009 and 2010</i>. Roland Berger.</p> <p>Devan, Negri, and Woetzel (2008). “<i>Meeting the Challenges of China’s Growing Cities</i>”, The McKinsey Quarterly.</p> <p>Li, Caroline and Li, Julie (2008), “Achieving Superior Financial Performance in China: Differentiation, Cost Leadership, or Both?” <i>Journal of International Marketing</i>, Vol.16(3), p1-22.</p> <p>Luk, Sherriff T.K., ‘Structural Changes in China’s Distribution System’, <i>International Journal of Physical Distribution and Logistics Management</i>, Vol. 28, No. 1, pp.44-67,1998.</p> <p>Roy, Abhik, Walters, Peter, and Luk, Sherriff (eds.), ‘Special Issue on Doing Business in China’, <i>Journal of Business Research</i>, Vol.52, No.2, 2001.</p>	

Timberlake, Josh, Schneider, Phil, and Terry, S. D. (2009), "China: Still Manufacturing's Shining Star?" *Deloitte Review*, Issue 5.

Sin, Tse, Yau, Lee, and Chow (2004), "Market Orientation and Business Performance in the PRC: A Regional Comparison," *Journal of Global Marketing*, Vol.17, No.2/3, pp55-89. Teo, Piotroski, and Nunnes (2007), "Why Wining the Wallets of China's Consumers is Harder than You Think," *Outlook*, September, Accenture.

Tse, Edward, *'The Right Way to Achieve Profitable Growth in the Chinese Consumer Market'*, Strategy and Business, Second Quarter, Booz-Allen & Hamilton Consultant Co. Ltd, 1998.

Tse, Edward (2006), "*Developing a China Strategy that Delivers Results*," Booz, Allen and Hamilton.

Uncles and Wang, (2010), "A Temporal Analysis of Behavioral Brand Loyalty among Urban Chinese Consumers", *Journal of Marketing Management*, 921-942.

Yu, J. and Zhou, Joyce (2010), "Segmenting Young Chinese Consumers Based on Shopping-Decision Styles: A Regional Comparison," *Journal of International Consumer Marketing*, Vol.22, 59-71