

Subject Code	MM571
Subject Title	Marketing in China
Credit Value	3
Level	5
Normal Duration	1-semester
Pre-requisite/ Co-requisite/ Exclusion	Business Environment in China (AF5611) or Key Issues in China Business (MM5381)
Role and Purposes	<p>Since the adoption of the Economic Open Door Policy, China has achieved splendid economic growth at home and built significant presence in the global market. The increasingly prosperous population offers a promising market for firms around the globe. However, its unique marketing environments, coupled with heightened competition from local Chinese firms, present international marketers with new challenges in marketing management in China.</p> <p>This subject will first provide the students with an understanding of the major approaches and perspectives that are critical for effective strategic marketing planning and management. Then, it will portray the impacts of China's environmental factors on the scope and practice of marketing activities. Special emphases will be placed on the market response mechanisms and business change processes for companies operating in China.</p> <p>The "relationship marketing paradigm" will be adopted to supplement traditional marketing perspectives to improve students' ability to design marketing mix strategies that integrate customers and other partners into the firm's marketing process. A value-based marketing approach will also be adopted to portray the importance of creating and delivering values to Chinese customers, and to explain the successes and failures of the marketing strategies implemented by both local and multinational firms in China.</p>
Subject Learning Outcomes	<p>Upon completion of the subject, students will be able to:</p> <ol style="list-style-type: none"> a. understand the marketing logic behind marketing strategy; b. use major marketing approaches and perspectives to develop marketing strategy for the China market; c. understand the factors which have been driving the growth of the China market; d. explore the unique characteristics of the China market and their implications for effective marketing operations; e. assess the need for the organization to modify its planning and management process in order to obtain optimal outcome in the China market; f. identify and overcome administrative issues and organizational barriers against formulation and effective implementation of marketing plans in China; with due consideration on the impact of cultural and ethical issues; g. apply the value-based marketing paradigm to explain and interpret marketing phenomena in China.
Subject Synopsis/ Indicative Syllabus	<ol style="list-style-type: none"> 1. Market analysis 2. Marketing strategy and planning techniques 3. Marketing programs and implementation and control of marketing plan 4. New marketing paradigms and perspectives 5. Marketing and buying behavior in the unique business context and institutional factors of the China market 6. Marketing system and market structure in China 7. Conceptual understanding of the value-based marketing concept and marketing management process

Teaching/Learning Methodology	<p>The experiential learning approach has been proven as the most effective approach that allows students to apply the marketing knowledge and skills they have learned. To facilitate experiential learning, case studies in China and real life discussions will be emphasized in teaching. This approach also involves the use of case reports, application exercises, and group project to engage students in an interactive and experiential learning. Students are strongly encouraged to participate in class discussion.</p>																																																																														
Assessment Methods in Alignment with Intended Learning Outcomes	<table border="1" data-bbox="427 353 1479 965"> <thead> <tr> <th data-bbox="435 365 767 521" rowspan="2">Specific assessment methods/tasks</th> <th data-bbox="775 365 922 521" rowspan="2">% weighting</th> <th colspan="7" data-bbox="930 365 1471 454">Intended subject learning outcomes to be assessed (Please tick as appropriate)</th> </tr> <tr> <th data-bbox="930 465 1002 521">a.</th> <th data-bbox="1010 465 1082 521">b.</th> <th data-bbox="1090 465 1161 521">c.</th> <th data-bbox="1169 465 1241 521">d.</th> <th data-bbox="1249 465 1321 521">e.</th> <th data-bbox="1329 465 1401 521">f.</th> <th data-bbox="1409 465 1471 521">g.</th> </tr> </thead> <tbody> <tr> <td data-bbox="435 533 767 600">Continuous Assessment*</td> <td data-bbox="775 533 922 600">100%</td> <td data-bbox="930 533 1002 600"></td> <td data-bbox="1010 533 1082 600"></td> <td data-bbox="1090 533 1161 600"></td> <td data-bbox="1169 533 1241 600"></td> <td data-bbox="1249 533 1321 600"></td> <td data-bbox="1329 533 1401 600"></td> <td data-bbox="1409 533 1471 600"></td> </tr> <tr> <td data-bbox="435 611 767 678">1. Class participation</td> <td data-bbox="775 611 922 678">20%</td> <td data-bbox="930 611 1002 678">✓</td> <td data-bbox="1010 611 1082 678">✓</td> <td data-bbox="1090 611 1161 678">✓</td> <td data-bbox="1169 611 1241 678">✓</td> <td data-bbox="1249 611 1321 678">✓</td> <td data-bbox="1329 611 1401 678">✓</td> <td data-bbox="1409 611 1471 678">✓</td> </tr> <tr> <td data-bbox="435 689 767 745">2. Case report</td> <td data-bbox="775 689 922 745">30%</td> <td data-bbox="930 689 1002 745">✓</td> <td data-bbox="1010 689 1082 745">✓</td> <td data-bbox="1090 689 1161 745">✓</td> <td data-bbox="1169 689 1241 745">✓</td> <td data-bbox="1249 689 1321 745">✓</td> <td data-bbox="1329 689 1401 745">✓</td> <td data-bbox="1409 689 1471 745">✓</td> </tr> <tr> <td data-bbox="435 757 767 813">3. Application exercise</td> <td data-bbox="775 757 922 813">10%</td> <td data-bbox="930 757 1002 813">✓</td> <td data-bbox="1010 757 1082 813">✓</td> <td data-bbox="1090 757 1161 813">✓</td> <td data-bbox="1169 757 1241 813">✓</td> <td data-bbox="1249 757 1321 813">✓</td> <td data-bbox="1329 757 1401 813">✓</td> <td data-bbox="1409 757 1471 813">✓</td> </tr> <tr> <td data-bbox="435 824 767 891">4. Group presentation</td> <td data-bbox="775 824 922 891">40%</td> <td data-bbox="930 824 1002 891">✓</td> <td data-bbox="1010 824 1082 891">✓</td> <td data-bbox="1090 824 1161 891">✓</td> <td data-bbox="1169 824 1241 891">✓</td> <td data-bbox="1249 824 1321 891">✓</td> <td data-bbox="1329 824 1401 891">✓</td> <td data-bbox="1409 824 1471 891">✓</td> </tr> <tr> <td data-bbox="435 902 767 965">Total</td> <td data-bbox="775 902 922 965">100 %</td> <td colspan="7" data-bbox="930 902 1471 965"></td> </tr> </tbody> </table> <p data-bbox="427 976 1487 1048">*Weighting of assessment methods/tasks in continuous assessment may be different, subject to each subject lecturer.</p> <p data-bbox="427 1081 1487 1153">To pass this subject, students are required to obtain Grade D or above in the Continuous Assessment component.</p> <p data-bbox="427 1187 1487 1288">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 to have a balanced learning experience.</p> <p data-bbox="427 1310 1487 1384">Feedback is given to students immediately following the presentations and all students are invited to join this discussion.</p>									Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)							a.	b.	c.	d.	e.	f.	g.	Continuous Assessment*	100%								1. Class participation	20%	✓	✓	✓	✓	✓	✓	✓	2. Case report	30%	✓	✓	✓	✓	✓	✓	✓	3. Application exercise	10%	✓	✓	✓	✓	✓	✓	✓	4. Group presentation	40%	✓	✓	✓	✓	✓	✓	✓	Total	100 %							
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Reading List and References	<p data-bbox="427 1854 691 1888"><u>Recommended Books:</u></p> <p data-bbox="427 1910 1487 1977">Tom Doctoroff, What Chinese Want: Culture, Communism, and China's Modern Consumer, Palgrave MacMillan, 2012.</p> <p data-bbox="427 2000 1487 2067">Philip Kotler, Kevin Lane Keller, Mairead Brady, Malcolm Goodman, and Torben Hansen, Marketing Management, Pearson Education, 2009.</p> <p data-bbox="427 2089 1487 2110">Philip Kotler, Kevin Lane Keller, and Taihong Lu, Marketing Management in China,</p>																																																																														

