

<b>Subject Code</b>	MM5712
<b>Subject Title</b>	Marketing Management in China
<b>Credit Value</b>	3
<b>Level</b>	5
<b>Normal Duration</b>	1-semester
<b>Pre-requisite/ Co-requisite/ Exclusion</b>	Managing Customers and Markets (MM574) or Marketing Management (MM576) or Essential Business Theories and Concepts (MM5001)
<b>Role and Purposes</b>	<p>This subject is designed to develop the students' understanding of China's marketing environments, and their impacts on marketing in China. The uniqueness of China's marketing environments mainly lies in its economic, political, and cultural dimensions.</p> <p>A comparative approach will be employed wherever appropriate, comparing marketing in China and in the West, especially the United States. A cultural perspective will be taken to explain the reasons for the differences of marketing in China and the West. Specifically, it aims to:</p> <ul style="list-style-type: none"> <li>• improve the students' understanding of the political, economic, and cultural environments in the Chinese market;</li> <li>• understand the Chinese consumers and organizational customers and their buying behavior;</li> <li>• understand the key issues of managing the Chinese markets;</li> <li>• formulate and evaluate marketing strategies for companies doing business in China.</li> </ul> <p>The overall aim of this subject is to provide a comprehensive, in-depth treatment of the planning of marketing at both strategic and operational levels. At the operational level, students will be able to plan day-to-day activities. At the strategic level, they will be able to determine long-range goals and objectives, commit the firm to courses of action, and allocate resources to accomplish brand, organizational, or divisional goals.</p>
<b>Subject Learning Outcomes</b>	<p>Upon completion of the subject, students will be able to:</p> <ol style="list-style-type: none"> <li>a. understand the political, economic, and cultural environments in Chinese market;</li> <li>b. appreciate the theories of culture and national culture and their applications in dealing with customers, both individual and organizational, in Chinese markets;</li> <li>c. formulate and evaluate marketing strategies (targeting, segmentation, positioning, and differentiation) and marketing mix strategies (product, pricing, channels of distribution, and promotions) in China;</li> <li>d. evaluate and propose relationship marketing strategies for inter-firm relationships in China;</li> <li>e. develop logical and critical thinking capabilities, and abilities in communications and abilities in Chinese markets.</li> </ol>
<b>Subject Synopsis/ Indicative Syllabus</b>	<p>China is undergoing economic reform, transforming from a central planning system to a market economy. This subject will address the unique political, economic, and cultural environments as the factors that have profound impacts on marketing practices in China. A comparative approach is used to contrast the cultures in China and the U.S. The impacts of culture, being manifested in various aspects of marketing, will also be contrasted in the following sections:</p> <ol style="list-style-type: none"> <li>1. Understand the marketing environments in China and the environmental impacts on</li> </ol>

	<p>marketing concept and marketing orientation;</p> <ol style="list-style-type: none"> <li>2. Consumer and organizational buying behavior;</li> <li>3. Relationship marketing and interpersonal relations (guanxi) in China &amp; negotiations with Chinese counterparts;</li> <li>4. Product, new product/brand management and innovations &amp; promotion practice in China;</li> <li>5. Pricing practice, distribution &amp; logistic in China.</li> </ol>																																																						
<p><b>Teaching/Learning Methodology</b></p>	<p>To facilitate experiential learning, case studies in China and real life discussion 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>																																																						
<p><b>Assessment Methods in Alignment with Intended Learning Outcomes</b></p>	<table border="1" data-bbox="424 595 1479 1173"> <thead> <tr> <th rowspan="2">Specific assessment methods/tasks</th> <th rowspan="2">% weighting</th> <th colspan="5">Intended subject learning outcomes to be assessed (Please tick as appropriate)</th> </tr> <tr> <th>a.</th> <th>b.</th> <th>c.</th> <th>d.</th> <th>e.</th> </tr> </thead> <tbody> <tr> <td><b>Continuous Assessment*</b></td> <td><b>100%</b></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>1. Class participation</td> <td>20%</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> </tr> <tr> <td>2. Case reports</td> <td>30%</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> </tr> <tr> <td>3. Application exercises</td> <td>10%</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> </tr> <tr> <td>4. Group presentation</td> <td>40%</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> </tr> <tr> <td>Total</td> <td>100 %</td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table> <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 the Continuous Assessment components.</p> <p><b>Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:</b> the various methods are designed to ensure that all students taking this subject to have a balanced learning experience.</p> <p>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.	<b>Continuous Assessment*</b>	<b>100%</b>						1. Class participation	20%	✓	✓	✓	✓	✓	2. Case reports	30%	✓	✓	✓	✓	✓	3. Application exercises	10%	✓	✓	✓	✓	✓	4. Group presentation	40%	✓	✓	✓	✓	✓	Total	100 %					
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<p><b>Reading List and References</b></p>	<p><u>Reference Books:</u></p>																																																						

	<p>Tom Doctoroff, <i>What Chinese Want: Culture, Communism, and China's Modern Consumer</i>, Palgrave MacMillan, 2012.</p> <p>Philip Kotler, Kevin Lane Keller, Mairead Brady, Malcolm Goodman, and Torben Hansen, <i>Marketing Management</i>, Pearson Education, 2009.</p> <p>Philip Kotler, Kevin Lane Keller, and Taihong Lu, <i>Marketing Management in China</i>, Pearson Education South Asia, 2009.</p>
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