

Subject Code	MM5712
Subject Title	Marketing Management in China
Credit Value	3
Level	5
Normal Duration	1-semester
Pre-requisite/ Co-requisite/ Exclusion	Managing Customers and Markets (MM574) or Marketing Management (MM576) or Essential Business Theories and Concepts (MM5001)
Role and Purposes	<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"> • improve the students' understanding of the political, economic, and cultural environments in the Chinese market; • understand the Chinese consumers and organizational customers and their buying behavior; • understand the key issues of managing the Chinese markets; • formulate and evaluate marketing strategies for companies doing business in China. <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>
Subject Learning Outcomes	<p>Upon completion of the subject, students will be able to:</p> <ol style="list-style-type: none"> a. understand the political, economic, and cultural environments in Chinese market; b. appreciate the theories of culture and national culture and their applications in dealing with customers, both individual and organizational, in Chinese markets; c. formulate and evaluate marketing strategies (targeting, segmentation, positioning, and differentiation) and marketing mix strategies (product, pricing, channels of distribution, and promotions) in China; d. evaluate and propose relationship marketing strategies for inter-firm relationships in China; e. develop logical and critical thinking capabilities, and abilities in communications and abilities in Chinese markets.
Subject Synopsis/ Indicative Syllabus	<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"> 1. Understand the marketing environments in China & the environmental impacts on marketing concept and marketing orientation; 2. Consumer and organizational buying behavior; 3. Relationship marketing and interpersonal relations (guanxi) in China & negotiations

	<p>with Chinese counterparts;</p> <p>4. Product, new product/brand management and innovations & promotion practice in China;</p> <p>5. Pricing practice, distribution & logistic in China.</p>																																																						
<p>Teaching/Learning Methodology</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 short reflection exercises, application case studies, and group project to engage students in interactive and experiential learning. Students are strongly encouraged to participate in class discussion.</p>																																																						
<p>Assessment Methods in Alignment with Intended Learning Outcomes</p>	<table border="1" data-bbox="424 479 1481 1055"> <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>Continuous Assessment*</td> <td>100%</td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>1. Individual participation</td> <td>10%</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> </tr> <tr> <td>2. Short exercises</td> <td>25%</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> </tr> <tr> <td>3. Application case study</td> <td>25%</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> </tr> <tr> <td>4. Group project</td> <td>40%</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> </tr> <tr> <td>Total</td> <td>100 %</td> <td colspan="5"></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>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>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.	Continuous Assessment*	100%						1. Individual participation	10%	✓	✓	✓	✓	✓	2. Short exercises	25%	✓	✓	✓	✓	✓	3. Application case study	25%	✓	✓	✓	✓	✓	4. Group project	40%	✓	✓	✓	✓	✓	Total	100 %					
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<p>Reading List and References</p>	<p><u>Reference Books:</u></p> <p>Doctoroff, Tom, What Chinese Want: Culture, Communism, and China's Modern Consumer, Palgrave MacMillan, 2012.</p> <p>Philip Kotler, Kevin Lane Keller, and Taihong Lu, Marketing Management in China, Pearson Education South Asia, 2009.</p>																																																						

Zhou Linong, China Business, Prentice Hall, 2006.

Other References:

Cui, Geng and Qiming Liu (2000), "Regional Market Segments of China: Opportunities and Barriers in a Big Emerging Market," *Journal of Consumer Marketing*, 17 (1), 72.

Goldman, Arieh (2001), "The Transfer of Retail Formats into Developing Economies: The Example of China," *Journal of Retailing*, 77, 221-242.

Gu, Flora Fang, Kineta Hung and David K. Tse (2008), "When Does Guanxi Matter: Issues of Capitalization and its Dark Sides," *Journal of Marketing*, 72 (4), 12-28.

Lee, Don Y. (2001), "Power, Conflict and Satisfaction in IJV Supplier - Chinese Distributor Channels," *Journal of Business Research*, 51 (3), 1-12.

Leung, T. and Wong, Y.H (2001), "The Ethics and Positioning of Guanxi in China," *Marketing Intelligence and Planning*, 19 (1), 55-64.

Williamson, Peter and Ming Zeng (2004), "Strategies for Competing in a Changed China," *MIT Sloan Management Review*, 45 (4), 85-91.

Wong, Y. H. and Tam, J. (2000), "Mapping Relationships in China: Guanxi Dynamic Approach," *Journal of Business and Industrial Marketing*, 15 (1), 57-70.