



江西財經大學

JIANGXI UNIVERSITY OF FINANCE & ECONOMICS

Course Title:

Marketing in China

Course Code: FS304

Credits: 3

Teaching hours: 48

Prerequisites:

Semester: Fall and Spring Semester

Lecturer's Information:

Name: Ms. Yan Zhan

Office Hour: after class or per Email

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Course Description:

This course is a basic course in the undergraduate management discipline, beautifully integrating marketing management principles and Chinese marketing realities. It helps students grasp the newest marketing theories and practices and strengthen their marketing skills in entering the global market more effectively through an innovative approach in its structure, content and cases.

In the 21st century, China is becoming a major economic and global superpower, who is rapidly developing a deeper understanding of marketing that goes beyond simply winning through lower prices. Based on deep discussion and understanding of marketing theories and concepts, we understand the characteristics of Chinese markets and consumer behavior from four industries, i.e., FMCG, durable products, luxury products and service. Emphasis is also placed on the regional consumption differences in China. We can understand those dimensions that describing regional consumer profiles and determining different regional consumption styles in China.

By the end of the semester, students will gain a better understanding of China's developing markets and learn to succeed in creating, communicating and delivering value to Chinese customers.

Aims and Objectives:

This course explores the role of marketing within Chinese context. As such, we will examine a variety of concepts, functions and institutions that are involved in the process of marketing: developing, promoting, pricing and distributing products and services to consumer and business markets, in this country and internationally. The specific course objectives are to:

1. Provide an overview of marketing concepts, processes and decision-making
2. Identify environmental variables that affect marketing decisions, including social/cultural, competitive, technological, legal and ethical factors.
3. Identify information needs and the role of market research in decision making
4. Provide a forum for analyzing marketing processes, the selection of target markets and the development of appropriate marketing strategies and tactics.
- 5 Identify Chinese city consumption characteristics
6. Provide a clear map of Chinese city clusters and identify the regional consumption differences in them.
7. Understand the market differences between China and western countries
8. Help develop analytical skills as they are apply to marketing issues and concepts, and the ability to recommend appropriate solutions to marketing problems in China.

Teaching Methods:

Teaching methods will involve a combination of formal lectures, group work, case study, presentation, multimedia and field study.

Students will be encouraged to explore the application of concepts learned through the use of contemporary case.

Assessment:

Final Examination	60%
Class performance, individual presentation, mid-term test	30%
Attendance Check	10%
Total	100%

To achieve a pass grade in this course, students must obtain 60% or more as an aggregate mark on the assessment.

Examination content:

90-minute mid-term examination; 120-minute examination at the end of the summer semester. The examinations are designed to cover the learning outcomes and to test skill development. Questions are set not only to test students' basic comprehension of the syllabus but also their ability to apply such knowledge in particular contexts.

Class performance, and individual presentation:

The assessment of Class participation and performance is provided through the classes in which students are required to present through case studies and to formally feedback views. Individual presentations are based on their quality and timelines.

Your Input:

Including time spent in lectures and classes, you should expect to spend an average of approximately 10 hours per week on this course. You will be expected:

- to review your lecture notes and follow up references on each lecture topic;
- to prepare for each class discussion in advance by reading and preparing outline answers to questions and notes to form the basis of discussion;
- to work through lecture notes and other material regularly to check your understanding of the concepts and models discussed, and to raise any difficulties with your class tutor or lecturer;

Course outline:

1. An overview of Chinese Economy, Market and Consumers.
2. Marketing: Creating and Capturing Customer Value
3. Company and Marketing Strategy: Partnering to Build Customer Relationships
4. Consumer Markets and Consumer Buying Behavior
5. Choosing Value: Segmentation, Targeting, and Positioning
6. Offering Value: Product, Services, and Branding Strategy
7. Delivering Value:
 - 7.1 Pricing Products
 - 7.2 Marketing Channels and Supply Chain Management
8. Communicating Value: Integrated Marketing Communications Strategy
9. Chinese FMCG Market
10. Chinese Durable Goods Market
11. Chinese Luxury Market
12. Chinese Service Market

13. Regional differences of Chinese city consumption environment, behavior, and structure

Text Books and Indicative Reading List:

Philip Kotler, Gary Armstrong, Principles of Marketing 13th Ed, 2011, Prentice Hall

Philip Kotler, Marketing Management 12th Ed, 2000, Prentice Hall

Michael E. Porter, Competitive Advantage, 1998, the Free Press

Michael E. Porter, Competitive Strategy, 1998, the Free Press

Journal of Marketing

Journal of Marketing Research

Calendar of Teaching Activities:

	Activities	Chapters	Things to remember
Week 1	Lecture	An overview of Chinese Economy, Market and Consumers	
Week 2	Lecture/case analysis/video case discussion	Marketing: Creating and Capturing Customer Value	Timetable for individual presentations
Week 3	Lecture/case analysis/video case discussion	Company and Marketing Strategy: Partnering to Build Customer Relationships	individual presentation
Week 4	Lecture/case analysis/video case discussion	Consumer Markets and Consumer Buying Behavior	individual presentation
Week 5	Lecture/case analysis/video case discussion	Choosing Value: Segmentation, Targeting, and Positioning	individual presentation
Week 6	Lecture/case analysis/video case discussion	Offering Value: Product, Services, and Branding Strategy	individual presentation
Week 7	Lecture/case analysis/video case discussion	Delivering Value	individual presentation
Week 8	Lecture/case analysis/video case discussion	Communicating Value: Integrated Marketing Communications Strategy	individual presentation

Week 9	Lecture/case analysis/video case discussion	Chinese FMCG Market	individual presentation
Week 10	Lecture/case analysis/video case discussion	Chinese FMCG Market	individual presentation
Week 11	Lecture/case analysis/video case discussion	Chinese Durable Goods Market	individual presentation
Week 12	Lecture/case analysis/video case discussion	Chinese Luxury Market	individual presentation
Week 13	Lecture/case analysis/video case discussion	Chinese Luxury Market	individual presentation
Week 14	Lecture/case analysis/video case discussion	Chinese Service Market	individual presentation
Week 15	Lecture/case analysis/video case discussion	Regional differences of Chinese city consumption environment, behavior, and structure	Homework or Case study Deadline
Week 16	Review		
Week 17	Final exam (time to be confirmed)		