Spring 2009 Course Syllabus

MKCH390 China as a Global Market

Instructor: Jay Wu, Ph.D.

Course format: 3 course hours per week for 14 weeks
Tuesday, 5:00-7:50 p.m.

Course objectives and contents in brief: Students will learn to apply the principles of international marketing to China as part of an integrated global market. We will divide the forty-two (42) course hours into three modules:

- **Review of Global Marketing**: with an emphasis on economic and a review of China’s economic reform cutting across SPEL (social, political, economic and legal).
- **Gaining Acquaintance to the Market Environments in China**: students will learn various aspects of Chinese markets, more specifically the SPELDTH – Social, Political, Economical, Legal, Demographic, Technical and History. We will also cover market segmentation and consumer behaviours.
- **Entry to China and Marketing Strategies**: Students will learn various modes and timing of entering China and their impact on success of marketing in China. Furthermore we will learn how to use the 4Ps (Product, price, place, and promotion) in China.

Teaching format: Throughout the course lectures will be combining in-class discussion, weekly news updates, case analyses and presentations surrounding the course material from various sources, including academic journals, online information channels as well as credible media such as WSJ and Economist. Given the extremely fast pace of change in China, we cannot afford to rely exclusively on academic journals and have to supplement that with mass media. However, we will try best to maintain a balance between theoretical framework and first hand data to make the learning both deep and attractive.

At the beginning of the course (i.e., for Module I) we expect to see more lectures than case studies or research analyses. As class moves on, we will bring more discussions and group/individual presentations to specific topics of interest. Students are encouraged to pick up and decide a particular research topic early in the class, and then focus on that throughout the rest of the course. Site visits will be arranged either in group or by individual, with an emphasis on the latter rather than former. The instructor will also encourage his SUFE students from two marketing research courses and one marketing course to match up with students in the Alliance program so that they form research partnership in collecting first hand data while in China.

Course assessment:
- Class attendance and participation 10%. An attendance sheet will be given in every class
session for students to sign.

- Response on readings 25%. Judged on the quality in leading and opening the discussions on required readings. Work will be graded on overall comprehension, relevant information search, raising/addressing questions during the discussion.
- Take home mid-term exam after Module II, 25%. Details given later in the semester.
- Open-book final exam 40%. The final exam will be arranged during the last class. Students are required to answer the questions in printed format hence they need to bring a computer with them to the exam room. The exam will last for two and half hours.

Course Contents and Readings

Module One Overview: Marketing and International Marketing

This is a quick review of principles in Marketing and International Marketing.

Required Readings:

Topic One/Module Two: Segmenting Chinese Market

Required Readings:

Topic Two/Module Two: Marketing Environments in China

Required Readings:

Suggested Readings:

**Topic Three/Module Two: Consumer Behaviours**
- Lane, Kevin P., St-Maurice, Ian, Dyckerhoff, Claudia Süssmuth, 2006, “Building brands in China”, *McKinsey Quarterly*

**Topic One/Module Three: Entry and Marketing Strategies in China**

**Required Readings:**

**Suggested Readings:**

**Topic Two/Module Three: China’s Global Integration**

**Required Readings:**
- Competition from *China*: Two McKinsey Surveys in 2008

**Suggested Readings:**


Shi, yizeng et al., “Market Entry Mode Selection: The Experience of Small Hong Kong Firms into China”, *Asia Pacific Business Review*, PAGE NUMBERS?.


