

Subject Code	MM5712
Subject Title	Marketing Management in China
Credit Value	3
Level	5
Normal Duration	1-semester
Pre-requisite/ Co-requisite/ Exclusion	None
Objectives	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. A comparative approach will be employed wherever appropriate, comparing marketing in China and in the West, especially the United States and Europe. A cultural perspective will be taken to explain the reasons for the differences of marketing between China and the West. Specifically, it aims to: • improve 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 in managing the Chinese markets; • formulate and evaluate marketing strategies for companies doing business in China. The overall aim of this subject is to provide a comprehensive, in-depth treatment of marketing planning 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.
Intended Learning Outcomes	Upon completion of the subject, students will be able to: a. understand the political, economic, and cultural environments in Chinese market; b. appreciate the theories of culture and national culture, and apply them when dealing with different levels of governments, suppliers, customers, and 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) with smart "Pull" effect to reduce the impact of involution in China; d. evaluate and propose relationship marketing strategies for inter-firm relationships in China; e. develop logical and critical thinking skills, along with communication abilities relevant to the Chinese markets. f. develop a global (think globally, act locally) mindset in decision-making
Subject Synopsis/ Indicative Syllabus	Since the open-door policy and continuous economic reforms over the past decades, China has achieved splendid economic growth domestically and built a significant presence in the global market. However, its unique marketing environments, severe competition from local

	Chinese firms, and increasing geopolitical tensions with the West after the pandemic, present new challenges for international marketers in China. This subject will address the unique political, economic, and cultural environments that significantly impact marketing practices in China. A comparative approach will be used to contrast the cultures in China and the West, highlighting how cultural differences affect various aspects of marketing: 1. Understand China’s marketing environments and their influence on marketing concepts and orientation; 2. Consumer and organizational buying behavior; 3. Marketing influence, interpersonal skills, and negotiation with Chinese counterparts; 4. Realize the evolving role of “guanxi” in today’s China market; 5. Product, new product/brand management and innovations and promotion practice in China; 6. Pricing strategies, distribution and logistics in China; 7. Understand key drivers of China’s market growth and potential threats to its development; 8. Identify and overcome administrative and organizational barriers to effective marketing planning, with attention to cultural and ethical considerations.																																																													
Teaching/Learning Methodology	To facilitate experiential learning, case studies in China and real-life discussion with intensive sharing by the guest speakers from well-known companies across various industries will be carried out during the classes. 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																																																													
Assessment Methods in Alignment with Intended Learning Outcomes	<table><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><tr><td>Continuous Assessment*</td><td>100%</td><td></td><td></td><td></td><td></td><td></td></tr><tr><td>1. Class participation</td><td>15%</td><td>✓</td><td>✓</td><td>✓</td><td>✓</td><td>✓</td></tr><tr><td>2. Individual reflection</td><td>10%</td><td>✓</td><td>✓</td><td>✓</td><td>✓</td><td>✓</td></tr><tr><td>3. Group debates</td><td>25%</td><td>✓</td><td>✓</td><td>✓</td><td>✓</td><td>✓</td></tr><tr><td>4. Individual debate statement write-up</td><td>20%</td><td>✓</td><td>✓</td><td>✓</td><td>✓</td><td>✓</td></tr><tr><td>5. Group presentation</td><td>30%</td><td>✓</td><td>✓</td><td>✓</td><td>✓</td><td>✓</td></tr><tr><td>Total</td><td>100 %</td><td colspan="5"></td></tr></table> <i>*Weighting of assessment methods/tasks in continuous assessment may be different, subject to each subject lecturer.</i> To pass this subject, students are required to obtain Grade D or above in the overall subject grade. 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. Class Participation:	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. Class participation	15%	✓	✓	✓	✓	✓	2. Individual reflection	10%	✓	✓	✓	✓	✓	3. Group debates	25%	✓	✓	✓	✓	✓	4. Individual debate statement write-up	20%	✓	✓	✓	✓	✓	5. Group presentation	30%	✓	✓	✓	✓	✓	Total	100 %					
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	Class discussions are an important and integral aspect of this course which is based on an experiential learning platform. The course material cannot be learned from reading the textbook. Points are assigned based on whether students are attentive, contribute to the in-class discussion, or are not distracted (e.g., checking their phone; replying to email, browsing the internet, or doing other work on their laptop; having conversations with other students). Individual Reflection Write-up: Each student will submit one 800 words individual reflection write-up. They are free to choose and respond to one of the four reflection questions. The write-up will be assessed based on the clarity and depth of analysis, relevance to the selected question, and the ability to apply marketing theories. Students are expected to demonstrate thoughtful reflection, use concrete examples, and incorporate comparative and cultural perspectives where appropriate. Strong submissions will be well-structured, logically argued, and show a clear understanding of marketing in China's unique political, economic, and cultural environment. Proper formatting and original work are required. Group Debate: Group debates are vital to the success of this course. During the semester, there will be four debate sessions, in which eight groups of students will be assigned to participate in selected weeks. In each debate, two groups will discuss the same topic from opposing positions, with one group arguing on the "pro" side and the other on the "against" side. The two groups will take part in a 45-minute debate session conducted according to clear rules and procedures. Through participation as both debaters and audience members, students will be able to actively strengthen their understanding of key international management issues. For the individual debate statement write-up, each student in the debate group is required to prepare an individual written statement based on their assigned role. Although the debate is conducted as a group activity, the written submission assesses each student's individual preparation, argument development, use of evidence, and contribution to the group's overall position. Final Project: The group final presentation challenges students to apply course knowledge in a strategic context by analyzing a foreign B2C company's entry or expansion into the Chinese market. Teams will research the company's background, industry, and target consumers, and propose marketing strategies tailored to the Chinese business environment. Assessment will be based on three main areas: (1) depth and relevance of background analysis (40%), (2) originality, integration, and feasibility of marketing recommendations (40%), and (3) quality of presentation delivery, including communication, body language, and application of course concepts (20%). Peer evaluations will ensure fairness in contribution. The 30 mins presentations are expected to reflect critical thinking, cultural understanding, and practical insights.	
Student Study Effort Expected	Class contact:	
	▪ Lectures	39 Hrs.
	Other student study effort:	
	▪ Preparation for lectures	39 Hrs.
	▪ Preparation for assignment / group project and presentation	81 Hrs.

	Total student study effort	159 Hrs.
Reading List and References	<u>Reference Books:</u> Tom Doctoroff, What Chinese Want: Culture, Communism, and China's Modern Consumer, Palgrave MacMillan, 2012. Philip Kotler, Kevin Lane Keller, Mairead Brady, Malcolm Goodman, and Torben Hansen, Marketing Management, Pearson Education, 2009. Philip Kotler, Kevin Lane Keller, and Taihong Lu, Marketing Management in China, Pearson Education South Asia, 2009. Chernev, Alexander. Strategic Marketing Management: The Framework, Cerebellum Press, 2019. Kartajaya, Hermawan, Iwan Setiawan, and Philip Kotler. Marketing 5.0: Technology for Humanity, Wiley, 2021. Philip Kotler and Gary Armstrong. Principles of Marketing, Pearson, 2020. Dathe, Tracy; Helmold, Marc; Muller, Volker. Business Opportunities and Risks in China (P.145-155), Springer International Publishing AG, 2023	

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