

Subject Description Form

Subject Code	MM4721
Subject Title	Marketing Management in China
Credit Value	3
Level	4
Normal Duration	1-semester
Pre-requisite/ Co-requisite/ Exclusion	Pre-requisite: Introduction to Marketing (MM2BN05) or Introduction to Marketing (MM2711) or equivalent
Role and Purposes	This course is designed to develop the students' understanding of China's marketing environment and marketing system. Specifically, it will be highly application-based, with the sharing of various business cases by the top marketing executives of various industries at various classes. The students will be exposed to the complexities of consumer behavior and marketing strategies in China and will develop an understanding of the dynamics and indigenous characteristics of a variety of industries. Through case studies, application exercises, and group projects, students will apply marketing insights and will be able to formulate effective and novel marketing strategies to compete and succeed in the growing competitive markets in China. In addition to the above mentioned, the effective leadership in building a dynamic marketing management team with a cross-cultural moderating mindset will be heavily emphasized during the course.
Subject Learning Outcomes	(a) Realize the trend of economic changes in history so as to establish a pre-economic change mindset (b) Understand the major marketing concepts, strategies, and necessary tools to develop a marketing plan for the China market (c) Identify the unique characteristics of the China market and their implications for effective marketing management (d) Understand Chinese consumer behavior and consumption patterns (e) Identify and assess the key trends and issues in China marketing (f) Conduct in-depth analysis and formulate marketing strategies for the China market (g) Develop the winning and profitable brand/product portfolio with the practical M & A approaches (h) Establish workable people-oriented leadership in the effective marketing management

Subject Synopsis/ Indicative Syllabus	1. Overview of Economic Trend in China The study of the economic development history of China for forming a basic understanding about the unique trend of the consumer market. 2. China's Market Characteristics This part covers the unique features of the China market, its dynamics and potential. The teaching will touch the interactions between the marketing environment and the macro-environment development. Reviews will be made on the transformation from the nature of multi-markets into a one-market in the coming decade through the rapid development of the information and communication technology. 3. Chinese Consumer Behavior Review on the distinctive characteristics of Chinese buyers' purchasing behavior through the analysis on the development of different industries and market segments of the same industry. The impact of cultural, government regulations, brand owners' conducts on buying behavior will be covered. The course also covers changes in consumption patterns and the forces underlying such changes from the perspective of internet, AI and social media. 4. Product and Innovation in China With the study on the recent development of various brands and products of different industries, the teaching will focus on the most impactful elements in the modern marketing management: innovation and product characteristic building. Student will get the chance to go through unique cases of brand/product development in China (the transformation from international single brand into multi-local brands) so to generate knowledge in "thinking out of the box" in marketing management. 5. Brand Portfolio Building in China In this part, based on the real business cases, students are led to go through the overall strategic planning on rejuvenating the outdated brands, creating new brands and launching international brands simultaneously. Detailed analysis on the building of a unique portfolio covering the aforesaid categories into powerful profit generators in the China market. 6. Advertising and Social-Media in China Besides the general introduction to the A+ P strategic planning in China, real business cases are prepared for sharing with the students. The focus will be on leveraging the growing popularity of certain social media including the KOL for establishing sustainable growth of profit through strategic marketing management. 7. Effective Leadership in Marketing Management Effective leadership in marketing management with the total echoes of all the stakeholders of the organization and even the industry is vital to the sustainable growth of the business. It is the blood tube of the organization and the smooth execution of leadership guarantees the best possible cost-effectiveness in marketing management. 8. M & A in Marketing The M & A mindset always trigger successful marketing management, which leads to the sustainable growth of the overall business of an organization. During the course, this extremely important practical thinking will be precisely demonstrated with good discussions.
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Teaching/Learning Methodology	Lectures, guest speakers’ co-teaching and the lecturer’s various business cases are the core of the course. The lecturer’s personal involvement in all the team projects is one of the unique points of the course.							
Assessment Methods in Alignment with Intended Learning Outcomes	Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)					
			a & b	c	d	e	f	g & h
	Continuous Assessment*							
	1. Class Participation	15%	✓	✓	✓	✓	✓	✓
	2. Individual Reflection	10%	✓	✓	✓	✓	✓	✓
	3. Individual Case Report	25%	✓	✓	✓	✓	✓	✓
	4. Group Project	15%	✓	✓	✓	✓	✓	✓
	Final Group Presentation	35%	✓	✓	✓	✓	✓	✓
	Total	100%						
	<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 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.								
#Attendance of students.								
Student Study Effort Expected	Class contact:							
	▪ Lectures & guest sharing			39 Hrs.				
	Other student study effort:							
	▪ Preparation for lectures			40 Hrs.				
	▪ Preparation for assignments, group projects, and presentations			60 Hrs.				
	Total student study effort			139 Hrs.				

Reading List and References	<u>Recommended Books:</u> ▪ Lala Hu, International Digital Marketing in China: Regional Characteristics and Global Challenges, Palgrave Pivot, 2020. ▪ Lauren Hallanan and Ashley Galina Dudarenok, Digital China: Working with Bloggers, Influencers and KOLs, 2018. ▪ Lianne Yu, Consumption in China: How China's New Consumer Ideology is Shaping the Nation (China Today), Polity, 2014. ▪ Tom Doctoroff, Billions: Selling to the New Chinese Consumer, St. Martin's Press, 2015. ▪ Tom Doctoroff, What Chinese Want: Culture, Communism, and China's Modern Consumer, Palgrave MacMillan, 2012. ▪ Val Kaplan, Doing Business in China Online: The Most Comprehensive Guide to Digital Marketing in China, 2017. ▪ Royce Yuen, Decoding Branding: A Complete Guide to Building and Revamping Brands in the Age of Disruption, Routledge, 2021 ▪ Jeffrey Towson & Jonathan Woetzel: The 1 Hour China Consumer Book, The Towson Group LLC, 2015
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