

| | |
|-------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 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 | <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 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:</p> <ul style="list-style-type: none"> • 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. <p>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.</p> |
| Intended 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 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 | <p>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.</p> |

| | | |
|--------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|
| | <p>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.</p> <p>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.</p> <p>Individual Case Report: The individual case analysis is designed to evaluate students' ability to critically analyze real-world business challenges in the Chinese market by responding to designated case questions. Students will be assessed across three main areas: (1) depth and relevance of case analysis (40%), (2) quality and practicality of recommendations (40%), and (3) readability, structure, and application of course concepts (20%). Strong submissions will demonstrate thorough understanding of the case, thoughtful integration of case details, originality in recommendations, and clear, well-organized writing. Effective use of marketing theories covered in class and proper referencing are also essential.</p> <p>Group Application Exercise: The group application exercise is designed to help students apply marketing theories and research skills to real-world business scenarios through hands-on investigation and team collaboration. Each group will conduct fieldwork or case-based analysis and present their findings in class for a 15 mins presentation and a 5 mins Q&A. Assessment will be based on the quality of research design, depth of insight, relevance and application of course concepts, and clarity and creativity of presentation. Peer evaluations will also contribute to individual assessment.</p> <p>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.</p> | |
| 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. |

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

July 2025