

Subject Code	MM571
Subject Title	Marketing in China
Credit Value	3
Level	5
Normal Duration	1-semester
Pre-requisite/ Co-requisite/ Exclusion	Nil
Objectives	<p>Since the adoption of the Economic Open Door Policy, China has achieved splendid economic growth at home and built significant presence in the global market. The increasingly prosperous population offers a promising market for firms around the globe. However, its unique marketing environments and severe competition from local Chinese firms, coupled with the increasing geopolitical tensions between the Western World and China after the pandemic, present international marketers with new challenges in marketing management in China.</p> <p>This subject will first provide the students with an understanding of the major approaches and perspectives that are critical for effective strategic marketing planning and management, especially under the Central Government's promotion on "Going international for the local business". Then, it will portray the impacts of China's fast changing environmental factors on the scope and practice of marketing activities. Special emphases will be placed on the market response mechanisms and business change processes for companies operating in China.</p> <p>The "relationship marketing paradigm" will be adopted to supplement traditional marketing perspectives to improve students' ability to design marketing mix strategies that integrate customers and other partners into the firm's marketing process. A value-based marketing approach will also be adopted to portray the importance of creating and delivering values to Chinese customers, and to explain the successes and failures of the marketing strategies implemented by both local and multinational firms in China.</p>
Intended Learning Outcomes	<p>Upon completion of the subject, students will be able to:</p> <ul style="list-style-type: none"> a. understand the marketing logic behind marketing strategy; b. use major marketing approaches and perspectives to develop marketing strategy for the China market; c. understand the factors which have been driving the growth and possible threat to the development of the China market; d. explore the unique characteristics of the China market and their implications for effective marketing operations; e. assess the need for the organization to modify its planning and management process in order to obtain optimal outcome in the China market; f. identify and overcome administrative issues and organizational barriers against formulation and effective implementation of marketing plans in China; with due consideration on the impact of cultural and ethical issues; g. apply the value-based marketing paradigm to explain and interpret marketing phenomena in China.

Subject Synopsis/ Indicative Syllabus	<ol style="list-style-type: none"> 1. Market analysis 2. Marketing strategy and planning techniques 3. Marketing programs and implementation and control of marketing plan 4. New marketing paradigms and perspectives 5. Marketing and buying behavior in the unique business context and institutional factors of the China market 6. Marketing system and market structure in China 7. Conceptual understanding of the value-based marketing concept and marketing management process 																																																																								
Teaching/Learning Methodology	<p>The experiential learning approach has been proven as the most effective approach that allows students to apply the marketing knowledge and skills they have learned. To facilitate experiential learning, case studies in China and real-life discussions with the intensive sharing by the well-known guest speakers from various industries will be carried out during the classes. This approach also involves the use of case reports, application exercises, and group projects to engage students in an interactive and experiential learning. Students are strongly encouraged to participate in class discussions.</p>																																																																								
Assessment Methods in Alignment with Intended Learning Outcomes	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th rowspan="2" style="text-align: center; padding: 5px;">Specific assessment methods/tasks</th> <th rowspan="2" style="text-align: center; padding: 5px;">% weighting</th> <th colspan="7" style="text-align: center; padding: 5px;">Intended subject learning outcomes to be assessed (Please tick as appropriate)</th> </tr> <tr> <th style="text-align: center; padding: 2px;">a.</th> <th style="text-align: center; padding: 2px;">b.</th> <th style="text-align: center; padding: 2px;">c.</th> <th style="text-align: center; padding: 2px;">d.</th> <th style="text-align: center; padding: 2px;">e.</th> <th style="text-align: center; padding: 2px;">f.</th> <th style="text-align: center; padding: 2px;">g.</th> </tr> </thead> <tbody> <tr> <td style="text-align: center; padding: 5px;">Continuous Assessment*</td><td style="text-align: center; padding: 5px;">100%</td><td style="text-align: center; padding: 5px;"></td><td style="text-align: center; padding: 5px;"></td></tr> <tr> <td style="text-align: center; padding: 5px;">1. Class participation</td><td style="text-align: center; padding: 5px;">15%</td><td style="text-align: center; padding: 5px;">✓</td><td style="text-align: center; padding: 5px;">✓</td></tr> <tr> <td style="text-align: center; padding: 5px;">2. Individual reflection</td><td style="text-align: center; padding: 5px;">10%</td><td style="text-align: center; padding: 5px;">✓</td><td style="text-align: center; padding: 5px;">✓</td></tr> <tr> <td style="text-align: center; padding: 5px;">3. Individual case report</td><td style="text-align: center; padding: 5px;">25%</td><td style="text-align: center; padding: 5px;">✓</td><td style="text-align: center; padding: 5px;">✓</td></tr> <tr> <td style="text-align: center; padding: 5px;">4. Application exercise</td><td style="text-align: center; padding: 5px;">15%</td><td style="text-align: center; padding: 5px;">✓</td><td style="text-align: center; padding: 5px;">✓</td></tr> <tr> <td style="text-align: center; padding: 5px;">5. Group presentation</td><td style="text-align: center; padding: 5px;">35%</td><td style="text-align: center; padding: 5px;">✓</td><td style="text-align: center; padding: 5px;">✓</td></tr> <tr> <td style="text-align: center; padding: 5px;">Total</td><td style="text-align: center; padding: 5px;">100 %</td><td style="text-align: center; padding: 5px;"></td><td style="text-align: center; padding: 5px;"></td></tr> </tbody> </table>	Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)							a.	b.	c.	d.	e.	f.	g.	Continuous Assessment*	100%							1. Class participation	15%	✓	✓	✓	✓	✓	✓	2. Individual reflection	10%	✓	✓	✓	✓	✓	✓	3. Individual case report	25%	✓	✓	✓	✓	✓	✓	4. Application exercise	15%	✓	✓	✓	✓	✓	✓	5. Group presentation	35%	✓	✓	✓	✓	✓	✓	Total	100 %						
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	<p>*Weighting of assessment methods/tasks in continuous assessment may be different, subject to each subject lecturer.</p> <p>To pass this subject, students are required to obtain Grade D or above in the overall subject grade.</p> <p>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.</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 / examination	81 Hrs.																																																																							

	Total student study effort	159 Hrs.
Reading List and References	<p><u>Recommended Books:</u></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>Kotler, Philip and Gary Armstrong. Principles of Marketing, Pearson, 2020.</p> <p>Kotler, Philip and Kevin Lane Keller. Marketing Management, Global Edition, Pearson, 2021.</p> <p>Kotler, Philip, Kevin Lane Keller, and Taihong Lu. Marketing Management in China, Pearson Education South Asia, 2009.</p> <p>Dathe, Tracy; Helmold, Marc; Muller, Volker. Business Opportunities and Risks in China (P.145-155), Springer International Publishing AG, 2023</p>	

July 2024