LINGNAN UNIVERSITY
Department of Marketing and International Business

MKT2221(L2) Marketing in the Chinese Mainland
2016-17 Second Term

Instructor: Prof. Geng Cui  Time: Tu WYL104 17:00-18:30
Office: SEK 101  Th LKK102 10:30-12:00
Tel: 2616-8245  Office hrs: Tu 15:00-17:00
Th 9:00-10:30, 15:00-15:30
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Course Description
In the last three decades, China has grown into an economic powerhouse and one of the biggest markets in the world. Its economy has undergone fundamental changes and become intertwined with that of Hong Kong and the rest of the world. Thus, it is pivotal that business students understand the China’s economic, social, political, cultural and legal environments and how these factors may affect the Chinese consumers and marketing strategies and practices employed by both local and foreign firms. The course explores the historical transformation of the China’s economic and market environment, consumer groups, and marketing strategies as well as other challenging issues such as segmentation and positioning, standardization vs. adaptation, channel relationships, and business ethics to inform management decisions in China.

Learning Objectives
Upon the completion of the course, students will
1) comprehend the fundamental changes that have occurred in China in the last three decades in terms of its economic and business environment;
2) examine the role of Hong Kong in China’s economy and its strengths and weaknesses;
3) understand how the political, social, cultural and legal environments and systems in China may affect the operation and performance of businesses;
4) have an in-depth understanding of marketing environment and marketing strategies and practices employed by both foreign and Chinese firms;
5) have sufficient knowledge on how to deal with challenging issues such as entry strategies, channel relationships, brand management, and business ethics; and
6) be able to develop a marketing plan for the Chinese mainland given understanding of China’s economic environments, business practices, and marketing systems.

Indicative Content:
1. Overview
Chinese market structure, opportunities and challenges, marketing strategies and performance
2. China: an Economy in Transition
   economic and social reforms, economic and market development, foreign direct investment consumer revolution
3. Marketing Environment in China
   background information on the economic, political, legal, cultural and social environments, China’s status in world trade, foreign investment environment in China.
4. Hong Kong’s economic relationship with the mainland
   relations between Hong Kong and the China Market, implication for Hong Kong firms in China, Closer Economic Partnership Arrangement (CEPA) and the Delta region, characteristics of Hong Kong’s economy and businesses
5. Marketing Research in China
   market research in China, data sources, media industry, difficulties of accessing quality data, and recent development
6. Consumer Markets
demographic and psychographic characteristics of Chinese consumers, regional markets of 
China,

7. Entry Strategies for Chinese Market
key and hot industrial sectors to enter, entry modes, success and failures.

8. Marketing Strategies
product, distribution, sales and promotion, pricing practices and strategies by both foreign and 
local firms in China, integrated marketing communications, e-commerce and e-channels

9. Marketing ethics will be emphasized throughout the course, such as corruption, counterfeiting, and 
consumer rights.

Pedagogy:
The course will be conducted in two parts every week throughout most of the course: lecture 
and seminar/discussion. In the lectures, students will be given the historical background and up-to-
date information on the business environment and viable marketing strategies in China. Teaching 
materials such as videos and current business news on China will help students to be updated on the 
dynamic aspects of China marketing. In the discussion seminars, students will make presentations and 
conduct discussions related to the topics or cases. Group presentations help to solve marketing 
strategy problems for a specific company and enhance students’ teamwork spirit and presentation and 
communication skills.

Assessment of Learning Outcomes

1. Continuous Assessment: 50%
   - Group leading discussion 15%
   - Group Project (Presentation + Report) 25%
   - Participation 10%

2. Examination: 50%

Total 100%

A group project in the form of 1) industry analysis and market research report and 2) case 
study of a firm and marketing plan is an essential part of the course. A written report on the project is 
due at the end of term.

Final examination is comprehensive and consists of short answer questions and a case study 
followed by short answer questions.

Participation will be evaluated based on attendance, participation in classroom discussion, 
leading discussion and group projects.

Readings (to be updated on course website):
Kotler, Philip, Kevin Lane Keller, Taihong Lu (2008), Marketing Management in China 1st ed. 
Pearson Education.

Module I. Transitional Economy:
Cui, Geng (1998), "The Emergence of the Chinese Economic Area (CEA): A Regiocentric Approach to 
Rao, V.M. Tummala, Humphrey Y.H. Lee, Richard C.M. Yam (2000), Strategic alliances of China and 
Hong Kong in manufacturing and their impact on global competitiveness of Hong Kong 
manufacturing industries, Integrated Manufacturing Systems; Volume: 11 Issue: 6;
China Quarterly, No. 144, pp. 963-979

Module II. Marketing Environment and Development
Chan, Tsang-Sing and Geng Cui (2004), "Consumer Attitudes Toward Marketing in a Transitional 
Economy: A Replication and Extension," Journal of Consumer Marketing, 21(1), 10-26
Lee, Barton et al (2002), Marketing Research in China
Schmitt, Berndt (1996), Who is the Chinese Consumers?

**Module III. Entry and Marketing Strategies for China**
Cui, Geng (2007), Marketing Planning in China

**Module IV. Challenges in the Wild East: Marketing Ethics**
Lan, Xinzhen (2005), Famous brands lose face, 
http://en.ce.cn/Insight/200507/22/t20050722_4251010.shtml

**Note:** Original copies of these articles can be retrieved from the *Proquest* Database on the University Library’s website and from the course website.

**Important Notes and Disclaimer:**
1) The exact readings, video cases and other materials may vary depending on their accessibility and availability. The exact content will be displayed on the course website.
2) By enrolling in this class and accessing copyrighted and other privileged materials, you agree that you will only use these materials for this course and will not duplicate and distribute these materials for other purposes without the express consent of the copyright owners of these materials. Proper use of these materials is solely your responsibility and you may be held liable for any damages due to unauthorized use of the materials.
3) Students shall be aware of the University regulations about dishonest practice in course work and the possible consequences as stipulated in the Regulations Governing University Examinations.

**Academic Integrity**
As a program to educate business professionals, Faculty of Business has an obligation to ensure academic integrity of the highest standards. All cases of cheating or plagiarism, and any variations thereof, will be dealt with severely. Students who participate in any form of cheating and/or plagiarism will automatically receive a failing grade and may be required to withdraw from the course.
Students are expected to carefully review the following issues regarding academic integrity. Acts of academic dishonesty include, but are not limited to, the following:

- using the exact words of a published or unpublished author without quotation marks and without referencing the source of these words, including those of other student projects.
- duplicating a table, graph or diagram, in whole or in part, without referencing the source.
- paraphrasing the conceptual framework, research design, interpretation, or any other ideas of another person, whether written or verbal (e.g. personal communication, ideas from a verbal presentation) without referencing the source.
- copying the answers of another student in any test, examination, or take-home assignment.
- providing answers to another student in any test, examination, or take-home assignment.
- taking any unauthorized materials into an examination or term test (crib notes).
- impersonating another student or allowing another person to impersonate oneself for the purpose of submitting academic work or writing any test or examination.
- stealing or mutilating library materials.
- accessing test prior to the time and date of the sitting.
- changing name or answer(s) on a test after that test has been graded and returned.
- submitting the same paper or portions thereof for more than one assignment/course, without discussions with the instructor(s) involved.
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<th>Week/Date</th>
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<td>19/01</td>
<td>Module I. China: A Society and Market in Transition</td>
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<td>2. 24/01</td>
<td>Discussion video: China’s Rising Economy</td>
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<td>26/01</td>
<td>The mainland-Hong Kong Link</td>
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<td>3. 31/01- 2/02</td>
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<td>Leading discussion: Challenges and Opportunities for Hong Kong Project assignments</td>
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<td>9/02</td>
<td>Leading discussion: Challenges and Opportunities for Hong Kong Project assignments</td>
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<td>Module II. Marketing Environment and Development</td>
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<td>6. 21/02</td>
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<td>Regional Markets of China and Different Faces of Consumers</td>
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<td>Leading discussion: Wealth Gap Widens across China</td>
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<td>Entry and Growth Strategies for China</td>
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<td>8. 7/03</td>
<td>Leading discussion: eBay Is Preparing to Re-enter China</td>
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<td>9/03</td>
<td>Marketing Strategies I. Product Management and Branding in China</td>
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<td>9. 14/03</td>
<td>Leading discussion: Marketing Heroes in China</td>
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<td>Marketing Strategies II: Channel Management &amp; e-Marketing</td>
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<td>10. 21/03</td>
<td>Leading discussion: Carrefour has 101 supermarkets in China</td>
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<td>Marketing Strategies III: Promotion and Pricing</td>
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<td>Leading discussion: Hong Kong Film Industry Look to Mainland</td>
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<td>30/03</td>
<td>Social Media and e-marketing</td>
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<td>12. 4/04</td>
<td>Ching Ming Festival</td>
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<td>Module IV. Challenges in the Wild East: Marketing Ethics</td>
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<td>13. 11/04</td>
<td>Group project consultation</td>
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<td>13/04</td>
<td>Group project presentation: Groups 6 &amp; 5</td>
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<td>14. 18/04</td>
<td>Group project presentation: Groups 4 &amp; 3</td>
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<td>20/04</td>
<td>Group project presentation: Groups 2 &amp; 1</td>
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<td>15. 25/04</td>
<td>Last day of class and review for final exam.</td>
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<td>Softcopies of group projects in Word due, with all your full names on the front page. A softcopy of your group project report and the PDF file of your ppt (all under 5MB) should be emailed to me by the end of the day on May 1st (24:00PM).</td>
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**Leading Discussion**

1) The purpose of leading discussion is for you to lead the class in extending and supplementing, but not repeating the lectures, and in discussing the issues related to the topic and the discussion questions (including but not limited to) that your group has chosen.

2) Thus, your group need to be well-prepared by 2a) doing in-depth research on the topic, 2b) finding relevant examples of consumer segments, companies, and brand/products, 2c) exploring the emerging issues and trends, and 2d) providing an update of the contemporary Chinese markets, to illustrate your points (except when you already have a case of a company as a topic). Applications of the concepts and/or theories you have learned to discussing the issues in depth are expected.

3) You have about 60 minutes to review the materials (articles and short video up to 5 minutes), if any, and to do the presentation and leading discussion, to address the issues and answer all the questions (not necessarily in the original order).

4) To ensure the participation by your audience, you may engage the class in any creative ways of choice, such as Q&A, group discussion and report, games, role-playing, debate and contest, as you see fit with respect to your topics. Please remember that leading discussion is for you to ‘lead’ the class in ‘discussion,’ not your group only doing the presentation. Thus, how well you encourage the class to engage in the discussion, exchange of ideas, and present diverse views and opinions, is just as important as your own presentation. The two aspects will be weighted equally – the class should be two-sided and interactive.

5) You may look into various places when you conduct such research including library databases such as Proquest and prominent consulting and marketing research companies such as McKinsey & Co., Gallup, Economic Intelligence Unit, and Ernest & Young and many online resources such as YouTube. These websites and companies frequently release research findings of studies on Chinese consumers and marketing in China.

6) The leading discussion should pay attention to and shall be evaluated on the following aspects.

1. Preparation: _______________ (20)
   - Reviewed materials
   - In-depth research
   - Address questions
   - Relevant findings/feedback

2. Organization: _______________ (20)
   - Systematic coverage
   - Dynamic & involving
   - Verbal presentation
   - Participation by class

3. Quality of Discussion: _______________ (20)
   - In-depth discussion
   - Divergent views
   - Examples of brands & Cos.
   - Meaningful conclusions/closure
   - Audience response

TOTAL __________________________ (60)