

**City University of Hong Kong
Course Syllabus**

**offered by Department of Marketing
with effect from Semester B 2024/25**

Part I Course Overview

Course Title: Chinese Business Culture and Marketing

Course Code: MKT5641

Course Duration: Intensive Teaching Mode / One Semester

Credit Units: 3

Level: P5

Medium of

Instruction: English

Medium of

Assessment: English

Prerequisites:

(Course Code and Title) Nil

Precursors:

(Course Code and Title) Nil

Equivalent Courses:

(Course Code and Title) Nil

Exclusive Courses:

(Course Code and Title) Nil

Part II Course Details

1. Abstract

The course aims to:

1. Prepare students for the realities and complexities of cultural diversity.
2. Provide students a better understanding of how the firm can manage marketing challenges in cross-culture and Chinese culture settings.
3. Develop students' capacity to apply marketing strategies to a given situation involving specific cultural background.
4. Acquire advanced knowledge of Chinese business philosophy and principles;
5. Develop a critical awareness of contemporary strategic marketing issues.

2. Course Intended Learning Outcomes (CILOs)

(CILOs state what the student is expected to be able to do at the end of the course according to a given standard of performance.)

No.	CILOs	Weighting (if applicable)	Discovery-enriched curriculum-related learning outcomes (please tick where appropriate)		
			A1	A2	A3
1.	Analyse the cross-cultural marketing environment.	20%	✓		
2.	Grasp the gist of Chinese traditional and contemporary cultures.	10%		✓	
3.	Identify the influences of culture on developing marketing strategies.	20%		✓	
4.	Apply the theory of cultural and cross-cultural management to marketing strategy development and implementation.	50%			✓
		100%			

A1: Attitude

Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

A2: Ability

Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquire research skills, synthesize knowledge across disciplines or apply academic knowledge to real-life problems.

A3: Accomplishments

Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artifacts, effective solutions to real-life problems or new processes.

3. Learning and Teaching Activities (LTAs)

(LTAs designed to facilitate students' achievement of the CIOs.)

LTA	Brief Description	CILO No.				Hours/week (if applicable)
		1	2	3	4	
Seminar	Students will learn various concepts to discover the relevant knowledge and skills and to visualize the applications of the theories.	✓	✓	✓	✓	
Readings	Students must pre-read the assigned chapters and other relevant materials provided by the lecturer before coming to classes.	✓	✓	✓	✓	
Case Analysis	Students will work on cases to facilitate their applications in different industries, and case analysis of firms' marketing practices in specified cultural settings will be designed to encourage students' understanding of theories and concepts of Chinese business culture and marketing. Students will form small groups to analyze the cases and present a group case on one selected case.	✓	✓	✓	✓	
Peer Discussion	Students will collaborate to design a marketing plan for a real company in a Chinese business cultural setting withing groups. This involves writing a detailed report and presenting the findings through an oral presentation in class. The presentations will cover various cultural and marketing topics, as well as the innovative aspects of the chosen marketing plan. Through this process, students will engage in peer discussions, exchanging ideas and insights on the project.	✓	✓	✓	✓	

4. Assessment Tasks/Activities (ATs)

(ATs are designed to assess how well the students achieve the CILOs.)

The project report is to assess student’s competence level to apply the learned marketing concepts to a real business situation as well as working effectively as a team.

Assessment Tasks/Activities	CILO No.						Weighting	Remarks
	1	2	3	4				
Continuous Assessment: 100%								
Class Discussion	✓	✓	✓	✓			10%	
Individual Case Study	✓	✓	✓	✓			30%	
Group Case Study	✓	✓	✓	✓			20%	
Group Project (Presentation and Written Report)	✓	✓	✓	✓			40%	
Examination: 0% (duration: , if applicable)							100%	

Regulation of the course

Students need to meet the attendance requirement of the Dept. of Marketing for the completion of the course.

5. Assessment Rubrics

(Grading of student achievements is based on student performance in assessment tasks/activities with the following rubrics.)

Applicable to students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B, B-)	Fair (C+, C, C-)	Marginal (D)	Failure (F)
1. Class Discussion	1.1 ABILITY to analysing cultural environment, customers, competitors, and other marketing elements in weekly classes. 1.2 ABILITY to offer innovative ideas and ask questions related to the practice of Chinese culture marketing.	High	Significant	Moderate	Basic	Not even reaching marginal level
2. Individual Case Study	2.1 Capacity to identify the diversified cultural environment and its impact on marketing practice independently in a Chinese cultural context. 2.2 Ability to demonstrate skills in terms of organization/ structure/ logical flow and use of appendices and exhibits in the presentation.	High	Significant	Moderate	Basic	Not even reaching marginal level
3. Group Case Study	3.1 ABILITY to analysing the cultural environment and its impact on marketing practice.	High	Significant	Moderate	Basic	Not even reaching marginal level
4. Group Project (Presentation and Written Report)	4.1 ABILITY to communicating marketing plan in a specific culture setting effectively and excellently in oral and electronic format. 4.2 ABILITY to organize marketing information in an organized business report format.	High	Significant	Moderate	Basic	Not even reaching marginal level

Applicable to students admitted from Semester A 2022/23 to Summer Term 2024

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B)	Marginal (B-, C+, C)	Failure (F)
1. Class Discussion	1.1 Ability to analyze the cultural environment, customers, competitors, and other marketing elements in weekly classes.	High	Significant	Basic	Not even reaching marginal levels
	1.2 Capacity to be familiar with the assigned literature and readings.	High	Significant	Basic	Not even reaching marginal levels
	1.3 Ability to offer innovative ideas and ask questions related to the practice of Chinese business culture marketing.	High	Significant	Basic	Not even reaching marginal levels
2. Individual Case Study	2.1 Capacity to identify the diversified cultural environment and its impact on marketing practice independently in a Chinese cultural context.	High	Significant	Basic	Not even reaching marginal levels
	2.2 Ability to demonstrate skills in terms of organization/ structure/ logical flow and use of appendices and exhibits in the presentation.	High	Significant	Basic	Not even reaching marginal levels
3. Group Case Study	3.1 Ability to analyze the cultural environment and its impact on marketing practice.	High	Significant	Basic	Not even reaching marginal levels
4. Group Project (Presentation and Written Report)	4.1 Capacity to communicate a marketing plan in a specific cultural setting effectively and excellently in oral and electronic format.	High	Significant	Basic	Not even reaching marginal levels
	4.2 Ability to apply the marketing principles and develop marketing programs to tackle current marketing problems and issues.	High	Significant	Basic	Not even reaching marginal levels
	4.3 Ability to organize marketing information in an organized business report format.	High	Significant	Basic	Not even reaching marginal levels

Part III Other Information (more details can be provided separately in the teaching plan)

1. Keyword Syllabus

(An indication of the key topics of the course.)

Cross-Cultural Marketing Environment; Developing Cross-Cultural Marketing Strategies; Implementing Cross-Cultural Marketing Strategies; Contemporary Issues in Cross-Cultural Marketing.

Culture; Chinese Culture; Cultural Value Dimensions; Culture of a Society; Subculture; Norms; Guanxi.

Confucianism; Taoism; Legalism; Cultural Change; Mao Zedong’s Thought; Changes in Chinese Culture after the Reform.

Origins and refinement of Chinese culture, commercial and business traditions, national structures and conditions, foreign and China customs, government functions, consumer market, growing weight in the China market, and cross-cultural marketing.

2. Reading List

2.1 Compulsory Readings

(Compulsory readings can include books, book chapters, or journal/magazine articles. There are also collections of e-books, e-journals available from the CityU Library.)

1.	Zhou Linong, 2006. <i>China Business</i> . Pearson Prentice Hall.
2.	Yan, Yanni (2005) <i>Foreign Investment and Corporate Governance in China</i> . Palgrave-Macmillan Press Ltd. Houndmills, Basingstoke, Hamshire RG21 6XS and London, UK 2005 and also published in the United States of America by St. Martin's Press, INC.
3.	Redding, S G. 1990. <i>The Spirit of Chinese Capitalism</i> . NY and Berlin. De Gruyter.

2.2 Additional Readings

(Additional references for students to learn to expand their knowledge about the subject.)

1.	Mirsky Johathan, 2008. <i>Modern China: A comprehensive introduction to the world’s new economic giant</i> , Constable and Robinson Ltd, London W6 9ER.
2.	Ted C. Fishman, 2005. <i>China Inc. How the rise of the next superpower challenge America and the world</i> . Ted C. Fishman, New York, NY10020.
3.	Culture and Cause: American and Chinese Attributions for Social and Physical Events. Morris & Peng. <i>Journal of Personality and Social Psychology</i> , 1994. Vol 67. No 6. 949-971.
4.	Clotaire Rapaille, “ <i>The Culture Code: An Ingenious Way to Understand Why People around the World Live and Buy As They Do by</i> ”, Broadway Books.