

City University of Hong Kong
Course Syllabus
offered by Department of Marketing
with effect from Semester A in 2017/2018

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

This course aims to:

1. Prepare students for the realities and complexities of cultural diversity.
2. Provide students better understanding on 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 culture background.
4. Develop students' communication and problem-solving skills in the Chinese business culture environments.

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.	Understand 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 into 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, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to self-life problems.

A3: Accomplishments

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

3. Teaching and Learning Activities (TLAs)

(TLAs designed to facilitate students' achievement of the CILOs.)

TLA	Brief Description	CILO No.				Hours/week (if applicable)
		1	2	3	4	
Seminar	Students are to discover the relevant knowledge and skills, and to visualize the applications of the theories.	✓	✓	✓	✓	
Readings	Students are required to pre-read the assigned chapters and also other relevant materials provided by the lecturer before coming to classes.	✓	✓	✓	✓	
Case Analysis	Case analysis on firms' marketing practice in specified cultural settings is designed to facilitate students to understand theories and concepts of Chinese business culture and marketing.	✓	✓	✓	✓	
Group Presentations	Presentations by individual groups to the class on various culture and marketing topics and/or the chosen marketing plan as their discovery and innovation.	✓	✓	✓	✓	
Group Project Report	Written reports are prepared by individual groups on a marketing plan for a specific product/service in the Chinese business cultural setting.	✓	✓	✓	✓	

4. Assessment Tasks/Activities (ATs)

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

The project report is to assess students' competence level to apply the learnt 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.)

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

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	Ability to analysing the diversified cultural environment and its impact on marketing practice independently in Chinese culture context.	High	Significant	Moderate	Basic	Not even reaching marginal level
3. Group Case Study	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

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, 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. China Business. Pearson Prentice Hall.
2.	Yan, Yanni (2005) Foreign Investment and Corporate Governance in China. Palgrave-Macmillan Press Ltd. Houndmills, Basingstoke, Hampshire 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. Modern China: A comprehensive introduction to the world's new economic giant, Constable and Robinson Ltd, London W6 9ER.
2.	Ted C. Fishman, 2005. China Inc. How the rise of the next superpower challenge America and the world. Ted C. Fishman, New York, NY10020.
3.	Culture and Cause: American and Chinese Attributions for Social and Physical Events. Morris & Peng. Journal of Personality and Social Psychology, 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.