

# FB6870P: STRATEGIC MARKETING IN CHINA

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## Effective Term

Semester B 2024/25

## Part I Course Overview

### Course Title

Strategic Marketing in China

### Subject Code

FB - College of Business (FB)

### Course Number

6870P

### Academic Unit

College of Business (CB)

### College/School

College of Business (CB)

### Course Duration

Non-standard Duration

### Other Course Duration

2 days (13 hours)

### Credit Units

1

### Level

P5, P6 - Postgraduate Degree

### Medium of Instruction

Chinese (Putonghua)

### Medium of Assessment

Chinese

### Prerequisites

Nil

### Precursors

Nil

### Equivalent Courses

Nil

### Exclusive Courses

Nil

## Part II Course Details

### Abstract

As the scale and development of China's economy have reached that of middle-income countries, macro factors including industry restructuring technological innovation and market fragmentation have profound impact on the marketing strategies of firms. This course focuses on identifying market opportunities brought about by China's economic and social changes and the role of competition-oriented marketing strategies. Analysis of value-chain and customer value and the construction of the socio-psychological profiles of consumer segments will help understand in-depth consumer perceptions and motivations and devise the marketing mix strategies (4P) and specific action plans for implementation i.e., product and brand (positioning), channel selection, and integrated marketing communication (including digital marketing and social media), and pricing decisions. Through case studies and group projects, it enables students to apply relevant concepts and principles in developing effective marketing strategies.

### Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Assess the impact of socio-economic factors on market development competition, opportunities and firm strategies	25	x	x	
2	Segment market and construct socio-psychological profiles of consumer groups	25		x	
3	Develop strategies in segmentation, targeting and positioning (STP) and marketing mix (4p) strategies	25			x
4	Develop action plans of integrated marketing communication for implementation	25	x	x	

#### 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 real-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.

### Learning and Teaching Activities (LTAs)

LTAs		Brief Description	CILO No.	Hours/week (if applicable)
1	LTA1	Lectures: Concepts and principles of strategic marketing are explained and discussed.	1, 2, 3, 4	

2	LTA2	Group discussion: Various class activities will be included to stimulate students' participating discussions of case studies and different topics.	1, 2, 3, 4	
3	LTA3	Group project: Relevant topics of will be provided to students so that they can apply the concepts/ theories learnt in a real life scenario.	1, 2, 3, 4	

### Assessment Tasks / Activities (ATs)

ATs	CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1 Class Participation: Students' participation including questions and comments in the class is used to assess their understanding of the taught theories and concepts.	1, 2	20	
2 Group Project: Student groups will analyze consumer behavior and develop marketing strategies and action plans for a business. This assignment assesses student abilities in developing marketing strategies and action plans.	2, 3, 4	40	
3 Individual Assessment: Students will be assigned short answer questions. This assignment assesses student abilities in applying taught theories and concepts.	1, 2, 3	40	30 minutes as individual assessment specified above

### Continuous Assessment (%)

100

### Assessment Rubrics (AR)

#### Assessment Task

1. Classroom participation (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

#### Excellent

(A+, A, A-) 1. Able to always present and communicate marketing ideas excellently in oral and/or written format to analyze customers, competitors and other issues in class.

2. Proactively participate in class discussion by offering innovative and quality ideas and asking questions related to the practice of marketing strategy and concepts.

### **Good**

(B+, B, B-) 1. Able to frequently present and communicate marketing ideas acceptably in oral and/or written format to analyze customers, competitors and other issues in weekly classes.

2. Proactively participate in class discussion by offering some quality ideas and asking questions related to the practice of marketing strategy and concepts.

### **Fair**

(C+, C, C-) 1. Occasionally present and communicate marketing ideas in oral and/or written format to analyze customers, competitors and other issues in weekly classes.

2. Occasionally participate in class discussion by offering some ideas and asking questions related to the practice of marketing strategy and concepts.

### **Marginal**

(D) 1. Rarely present and communicate marketing ideas fairly in oral and/or written format to analyze customers, competitors and other issues in class.

2. Reactively participate in class discussion by offering very limited ideas and asking very few questions related to the practice of marketing strategy and concepts.

### **Failure**

(F) 1. No participate nor make an intellectual contribution at each class meeting.

2. Unfamiliar with the assigned readings, both from the text and additional material.

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### **Assessment Task**

2. Group project (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

### **Excellent**

(A+, A, A-) 1. Show excellent command of all aspects by integrating major marketing concepts to analyze the consumer behavior, competitors, and business environments deeply, and consolidate lots of insights and implications for strategy formulation.

2. Demonstrate excellent ability to apply the marketing principles and develop outstanding and attractive marketing programs to tackle current marketing problems and issues.

3. Present and organize marketing information excellently in a business report format.

### **Good**

(B+, B, B-) 1. Show good command of all aspects by integrating major marketing concepts to analyze the consumer behavior, competitors, and business environments and suggest some implications for strategy formulation.

2. Demonstrate good ability to apply the marketing principles and develop effective marketing programs to tackle current marketing problems and issues.

3. Present and organize marketing information in an organized business report format.

### **Fair**

(C+, C, C-) 1. Show acceptable command of most aspects by integrating major marketing concepts to analyze the consumer behavior, competitors, and business environments and partially able to link them up with strategy formulation.

2. Demonstrate acceptable ability to apply the marketing principles and develop fair marketing programs to tackle current marketing problems and issues.

3. Present and organize marketing information fairly in a business report format.

### **Marginal**

(D) 1. Show marginal command of a few aspects of major marketing concepts to analyze the consumer behavior, competitors, and business environments but unable to link them up with strategy formulation.

2. Demonstrate marginal ability to apply the marketing principles and develop marginal marketing programs to tackle current marketing problems and issues.
3. Present and organize marketing information fairly in a business report format.

**Failure**

- (F) 1. Show little command of very few aspects of major concepts to analyze the journey of customer experience and unable to link them up with strategy formulation.
2. Demonstrate little ability to apply the principles and tools of customer experience management to develop design and implement marginal customer experience programs to tackle current customer and organizational problems and issues
  3. Present and organize the contents poorly in a business report format.

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**Assessment Task**

3. Individual assessment (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

**Excellent**

(A+, A, A-) Superior grasp of subject matter with an extensive knowledge base; scientifically synthesize and analyse; and able to do some original thinking.

**Good**

(B+, B, B-) Good grasp of subject matter with an appropriate knowledge base; scientifically synthesize and analyse.

**Fair**

(C+, C, C-) Grasp subject matter with an appropriate knowledge base, and able to synthesize and analyse.

**Marginal**

(D) Have limited knowledge of subject matter, and able to synthesize.

**Failure**

(F) Have little knowledge of subject matter and unable to synthesize the knowledge.

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**Assessment Task**

1. Classroom participation (for students admitted from Semester A 2022/23 to Summer Term 2024)

**Excellent**

- (A+, A, A-) 1. Able to always present and communicate marketing ideas excellently in oral and/or written format to analyze customers, competitors and other issues in class.
2. Proactively participate in class discussion by offering innovative and quality ideas and asking questions related to the practice of marketing strategy and concepts.

**Good**

- (B+, B) 1. Able to frequently present and communicate marketing ideas acceptably in oral and/or written format to analyze customers, competitors and other issues in weekly classes.
2. Proactively participate in class discussion by offering some quality ideas and asking questions related to the practice of marketing strategy and concepts.

**Marginal**

- (B-, C+, C) 1. Rarely present and communicate marketing ideas fairly in oral and/or written format to analyze customers, competitors and other issues in class.
2. Reactively participate in class discussion by offering very limited ideas and asking very few questions related to the practice of marketing strategy and concepts.

**Failure**

- (F) 1. No participate nor make an intellectual contribution at each class meeting.  
2. Unfamiliar with the assigned readings, both from the text and additional material.
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### **Assessment Task**

2. Group project (for students admitted from Semester A 2022/23 to Summer Term 2024)

### **Excellent**

- (A+, A, A-) 1. Show excellent command of all aspects by integrating major marketing concepts to analyze the consumer behavior, competitors, and business environments deeply, and consolidate lots of insights and implications for strategy formulation.  
2. Demonstrate excellent ability to apply the marketing principles and develop outstanding and attractive marketing programs to tackle current marketing problems and issues.  
3. Present and organize marketing information excellently in a business report format.

### **Good**

- (B+, B) 1. Show good command of all aspects by integrating major marketing concepts to analyze the consumer behavior, competitors, and business environments and suggest some implications for strategy formulation.  
2. Demonstrate good ability to apply the marketing principles and develop effective marketing programs to tackle current marketing problems and issues.  
3. Present and organize marketing information in an organized business report format.

### **Marginal**

- (B-, C+, C) 1. Show marginal command of a few aspects of major marketing concepts to analyze the consumer behavior, competitors, and business environments but unable to link them up with strategy formulation.  
2. Demonstrate marginal ability to apply the marketing principles and develop marginal marketing programs to tackle current marketing problems and issues.  
3. Present and organize marketing information fairly in a business report format.

### **Failure**

- (F) 1. Show little command of very few aspects of major concepts to analyze the journey of customer experience and unable to link them up with strategy formulation.  
2. Demonstrate little ability to apply the principles and tools of customer experience management to develop design and implement marginal customer experience programs to tackle current customer and organizational problems and issues  
3. Present and organize the contents poorly in a business report format.
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### **Assessment Task**

3. Individual assessment (for students admitted from Semester A 2022/23 to Summer Term 2024)

### **Excellent**

- (A+, A, A-) Superior grasp of subject matter with an extensive knowledge base; scientifically synthesize and analyse; and able to do some original thinking.

### **Good**

- (B+, B) Good grasp of subject matter with an appropriate knowledge base; scientifically synthesize and analyse.

### **Marginal**

- (B-, C+, C) Have limited knowledge of subject matter, and able to synthesize.

### **Failure**

- (F) Have little knowledge of subject matter and unable to synthesize the knowledge.
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## Part III Other Information

### Keyword Syllabus

China's economy market fragmentation competition, strategies, opportunity analysis, value chain, total customer value, market segmentation, socio-psychological profiles consumer motivations and attitude, targeted marketing, brand positioning, marketing mix strategies (4P) channel, and integrated marketing communication digital marketing social media, and dynamic pricing.

### Reading List

#### Compulsory Readings

Title	
1	Nil

#### Additional Readings

Title	
1	Douglas West, John Ford and Essam Ibrahim (2015), Strategic Marketing: Creating Competitive Advantage. Oxford University Press.
2	Peter Reed (2014), Strategic Marketing : Decision-making and Planning. Cengage Learning