

MKT4604: MARKETING IN CHINA

Effective Term

Semester A 2024/25

Part I Course Overview

Course Title

Marketing in China

Subject Code

MKT - Marketing

Course Number

4604

Academic Unit

Marketing (MKT)

College/School

College of Business (CB)

Course Duration

One Semester

Credit Units

3

Level

B1, B2, B3, B4 - Bachelor's Degree

Medium of Instruction

English

Medium of Assessment

English

Prerequisites

CB2601 Marketing and
MKT3600 China Business Workshop or
CB3042 China Business Environment or MKT3601 China Business Environment

Equivalent Courses

Nil

Exclusive Courses

Nil

Part II Course Details

Abstract

This course aims to provide students with knowledge of marketing in China as both an academic discipline and a management practice. The course will cover the evolution of marketing philosophies and concepts in China, the use of marketing by business and industry, current perspectives on marketing, and ethical as well as social responsibilities of

marketing will be examined. Special attention is focused on salient approaches and issues that marketers need to address in order to satisfy customer needs and compete effectively in the increasing globalizing economy.

Course Intended Learning Outcomes (CILOs)

CILOs	Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Describe China's marketing environment.	x		
2	Explain the gist of Chinese consumer behaviours.	x		
3	Analyze marketing opportunities in China.		x	
4	Demonstrate research skills for selecting target markets in China and developing, implementing, and controlling strategic-oriented marketing programs in China.		x	
5	Work productively as part of a team, and communicate effectively both in written and oral format.		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	Seminar	Students will gain theories and general knowledge of diversified cultures (including Chinese culture), and their impact on marketing management practices will be explained through lectures and classroom discussions. Students are given exercises covering relevant topics and encouraged to work with the lecturer and their peers. These exercises help students to visualize the applications of the theories.	1, 2, 3, 4, 5

2	Readings	Students will pre-read the assigned chapters and other relevant materials provided by the lecturer before coming to classes. These readings allow students to think through the concepts and their applications.	1, 2, 3	
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Assessment Tasks / Activities (ATs)

	ATs	CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1	Class Discussion Students will be assessed on their ability to engage actively, demonstrate comprehension of course material, and contribute thoughtful, evidence-based perspectives to the dialogue.	1, 2	20	
2	Individual Assignment Students will be assessed on their understanding of Chinese market dynamics, ability to develop a culturally appropriate marketing strategy, and quality of research and analysis.	1	20	
3	Group Case Study Students will be assessed on their collaborative skills, application of course concepts, strategic problem-solving, and the cohesiveness and professionalism of their team's final presentation.	3, 4, 5	20	
4	Group Project Presentation Students will be evaluated on their ability to effectively communicate their marketing recommendations, respond to questions, and demonstrate thorough analysis and innovative thinking as a team.	4, 5	20	

5	Group Project Report Students will be assessed on the depth of their market research, the coherence of their strategic marketing plan, and the quality of their written communication and supporting materials.	4, 5	20	
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Continuous Assessment (%)

100

Examination (%)

0

Additional Information for ATs

Regulation of the course

Students fail to meet the attendance requirement of the Dept. of Marketing in the course may be failed.

Assessment Rubrics (AR)**Assessment Task**

Class Discussion

Criterion

1. Ability to present and communicate ideas in oral and/or written format to analyse cultural environment, customers, competitors, and other marketing elements in weekly classes.
2. Capacity to participate in class discussion by offering some innovative ideas and asking questions related to the practice of marketing in China.

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Not even reaching marginal levels

Assessment Task

Individual Assignment

Criterion

1. Ability of analyzing the different environment in China and its impact on marketing practice independently.
2. Capacity to demonstrate good managerial and analytical skills to current marketing problems and issues.

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Not even reaching marginal levels

Assessment Task

Group Case Study

Criterion

1. Ability to present and communicate marketing issues effectively in oral and electronic format.
2. Capacity to show good command of analyzing the different environment and its impact on marketing practice.
3. Ability to provide good answers to questions raised during the presentation Q & A session.

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Not even reaching marginal levels

Assessment Task

Group Project Presentation

Criterion

1. Ability to present and communicate marketing plan in China effectively in oral and electronic format.
2. Capacity to show good coverage of materials and contents and demonstrate good time management skills.
3. Ability to provide good answers to questions raised during the presentation Q & A session.

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Not even reaching marginal levels

Assessment Task

Group Project Report

Criterion

1. Capacity to show excellent command of all aspects by applying an integrated approach to analyze the marketing problems in China.
2. Ability to apply the marketing principles and develop outstanding and attractive marketing programs to tackle current marketing problems and issues.
3. Ability to present and organize marketing information excellently in an organized business report format.

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Not even reaching marginal levels

Part III Other Information

Keyword Syllabus

Chinese market environment; consumer behaviour; competitors in China; brand building; value engineering; advertisement; distribution channels; retailing sector; guanxi.

Reading List

Compulsory Readings

Title	
1	Tom Doctoroff, "Billions Selling to the New Chinese Consumer", Palgravw MacMillan.

Additional Readings

Title	
1	Harvard Business Review.
2	Journal of World Business.
3	Journal of International Business Studies.

4	Jan Antonio Fernandez & Laurie Underwood, "China CEO: Voices of Experience from 20 International Business Leaders", John Wiley & Sons (Asia) Pte Ltd.
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