

# Chinese Market Research

## 1. Course Description

“Chinese Market Research” is an elective course for international undergraduate students. This course is designed to provide an experienced-based approach to marketing theory and its practical application in China’s markets. The course will cover in great detail China’s marketing environments including demographic, social-cultural, political, legal, natural and technological environments and explain how these factors may affect the performance of business in China. The course will also examine the distinctive features of Chinese consumers and examples of marketing practices in terms of understanding Chinese consumers. Finally the course will address various specific consumer markets and business markets in China and discuss marketing strategies and marketing mix elements in the China’s context.

## 2. Course Objectives and Requirements

1. **Course Objectives** : Upon the completion of the course, the students should be able to apply marketing knowledge to identify marketing environmental forces in China and characteristics of Chinese consumers, and consider their impact on marketing practice. Based on these, the students are expected to select target market, develop and implement strategic marketing programs in China.

2. **Requirements** : With Introduction to Marketing as prerequisites, the students are expected to get prepared for lectures, finish and submit assignments as required.

## 3. Course Arrangement

Course name		Chinese Market Research	Total Credit Hours	36
unit	Credit hours	Contents	Preparation of class and reading materials	Cases
1	8	<b>Unit One : Analyzing China's Marketing Environment</b> 1. Demographic forces 2. Economic forces 3. Social-Cultural Forces 4. Natural Forces 5. Technological Forces 6. Political and Legal Forces 7. Environment features of China's transforming market	1. Chapter 3 of Textbook ( Kotler, Keller & Lu ) 2. Case : Warner; Google	1. Guanxi: Microsoft in China 2. How Warner coped with China's pirate DVD market 3. Google in China
2	8	<b>Unit Two : Understanding Chinese consumer behaviors</b> 1. Culture, Language, Holidays and Traditions 2. Social Class 3. Cohorts in China 4. One Child Generation 5. Female Social Role in China	1. Chapter 5 of Textbook ( Kotler, Keller & Lu ) 2. Interviewing Chinese people on their attitudes and purchase intention towards western products, e.g. dryers, cheese, baby carseat.	1. Oreos in China 2. HomeDepot failed to convince China to DIY 3. P&G Brought the Diaper Revolution to China
3	4	<b>Unit Three : Market Analysis- Consumer Foodservice Market</b> 1. The Development of Restaurant Industry	1. Case : Yum! China.	1. Yum! China, David E. Bell, Mary Shelman,



		2. Target Market Selection 3. Choice of Distribution Channels 4. Product Innovation, Pricing and Promotion 5. Localization 6. Other supports		511040-PDF-ENG, Harvard Business Publishing.
4	4	<b>Unit Four : Market Analysis—Advertising Industry</b> 1. Features of Advertising Industry in China 2. Innovative Marketing Communication Tools 3. Major Advertising Media 4. Internet Advertising in China 5. Celebrity Endorsement in China 6. Recruitment	1. Case: JWT China: Advertising for the New Chinese Consumer.	1. JWT China: Advertising for the New Chinese Consumer, Elisabeth Koll, 809079-PDF-ENG, Harvard Business Publishing.
5	4	<b>Unit Five : Market Analysis- Luxury Market</b> 1. Overview of Chinese Luxury Market 2. Fundamentals of Chinese Luxury Market 3. Features of Chinese Luxury Market 4. Competitive Landscape and Movements of Luxury Players in China	1. Cases: LVGH; Chanel; Bentley	1. LVGH in China 2. Chanel in China 3. Bentley in China
6	4	<b>Unit Six : Market Analysis- Soft Drink Market</b> 1. Competition Landscape of Beverage Market in China	1. Cases: Future Cola; Coca Cola; Wang Lo-Cat	1. Future Cola 2. Coca Cola in China

		<p>2. Carbonates Market : Future Cola's Target Market and Coca Cola's Reaction</p> <p>3. RTD Tea Market: Repositioning of Wong Lo Cat</p> <p>4. Distribution Channels of Off-trade and On-trade sales</p>		3. Wang Lo-Cat
7	4	<p><b>Unit Seven : Market Analysis- Online Business</b></p> <p>1. Competition Landscape of Online Business in China</p> <p>2. Taobao versus Ebay</p> <p>3. Group Buying/ Tuangou</p> <p>4. Online word of mouth</p>	1. Cases: Taobao versus Ebay; Tuangou, SNS in China	<p>1. Taobao versus Ebay</p> <p>2. Tuangou</p> <p>3. Social Network Services in China</p>

## 5. Teaching Methods

Lectures, Discussions, Case Analysis, Group Projects, etc.

## 6. Learning Outcomes Expected

Category	Learning Outcomes
Master of Knowledge	<ol style="list-style-type: none"> <li>1. Enhance the knowledge of marketing by reviewing the basic concepts and theories of marketing</li> <li>2. Understand marketing orientation.</li> <li>3. Understand the major forces in China's marketing environment</li> <li>4. Grasp the gist of Chinese consumers.</li> <li>5. Familiarize with STP(segmentation, targeting and positioning) strategies</li> <li>6. Familiarize with 4Ps (product, price, place and promotion) strategies.</li> </ol>
Intellectual abilities learned	<ol style="list-style-type: none"> <li>1. Have the ability to analyze the macroenvironment factors</li> <li>2. Have the ability to explore the latent factors behind consumer behavior</li> <li>3. Have the ability to research and select target market</li> <li>4. Have the ability to develop, implement and control strategic planning programs, including product and brand strategy, pricing strategy, distribution strategy and communication strategy.</li> </ol>
Practical skills learned	<ol style="list-style-type: none"> <li>1. Develop the skills to diagnose marketing problems of enterprises in China</li> <li>2. Develop the skills to analyze marketing opportunities in China</li> <li>3. Have the ability to apply marketing research methods of consumer behavior into practice</li> <li>4. Develop the skills to select target market positioning accurately in China</li> <li>5. Have the ability to tailor products or develop new products to address China's market.</li> <li>6. Have the ability to communicate effectively with Chinese consumers through various communication channels.</li> <li>7. Have the skills to build distribution channels in China</li> </ol>
Personal competences	<ol style="list-style-type: none"> <li>1. Develop an orientation that supports market oriented thinking and the idea of consumer focus.</li> </ol>

and characters Cultivated	2. Develop the insights of the dynamics of China's market. 3. Develop the abilities to work well in a team environment 4. Cultivate critical thinking skills.
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## 7. Performance Evaluation: Means & Ratio

Evaluation Means	Ratio ( % )	Link with learning outcomes expected
Class Contribution	15	Evaluate abilities to apply course concepts into practice and solve the practical marketing problems; Assess students' commitment to the course
Group Project & Presentation	35	Assess abilities to develop or adapt strategic marketing programs for Chinese market; Assess abilities to work effectively in a team environment; Evaluate presentation skills.
Personal Essay	50	Evaluate students' critical thinking skills; Assess the degree of mastering the basic concepts and theories and abilities to use them in analysis; Evaluate writing skills.

## 8. Textbook, References and Reading Materials

### 1) Textbook

- [1] Philip Kotler, Kevin Lane Keller & Taihong Lu. Marketing Management in China (1st Edition). Prentice Hall, 2009.
- [2] Cateora, Philip and Graham, John. International Marketing (13<sup>th</sup> Edition). McGraw-Hill, 2010.

### 2) Online resources

- [1] <http://www.lib.tongji.edu.cn/>

- [2] <http://www.marketingpower.com/Pages/default.aspx>
- [3] <http://www.hbr.org/>
- [6] <http://www.chinadaily.com.cn/bizchina/>
- [7] <http://www.forbes.com/business/>
- [8] <http://english.cri.cn/08biz/>

### **3) Periodicals and Magazines**

- [1] Harvard Business Review
- [2] The Wall Street Journal
- [3] China Daily
- [3] Journal of Marketing
- [4] Journal of Marketing Research
- [5] Journal of Consumer Research
- [6] Journal of International Marketing
- [7] Journal of International Business Studies

## **9. Cases**

- [1] How Warner coped with China's pirate DVD market
- [2] Google in China
- [3] Oreos in China
- [4] HomeDepot failed to convince China to DIY
- [5] P&G Brought the Diaper Revolution to China
- [6] Yum! China, David E. Bell, Mary Shelman, 511040-PDF-ENG, Harvard Business Publishing.
- [7] JWT China: Advertising for the New Chinese Consumer, Elisabeth Koll, 809079-PDF-ENG, Harvard Business Publishing.
- [8] LVGH in China
- [9] Chanel in China
- [10] Bentley in China
- [11] Taobao versus Ebay

[12] Tuangou

[13] Social Network Services in China

## 10. Assignment Requirements

### 1) Group Project & Presentation

Students are required to select a company, which may have a plan to enter China's market or expand its business in China and develop the corresponding marketing strategies for it.

Each group can consist of five to six students. Each group should submit a PPT file and do an oral presentation for 30 minutes and prepare to answer questions for 10 minutes.

#### **The criteria of assignment evaluation (100 points)**

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|--|-----------|
| a. Whether the case material collection is completed or not                        | 25 points |
| b. Whether the case analysis is system in-depth or not                             | 30 points |
| c. Whether the marketing strategies consider the characteristics of China's market | 30 points |
| d. Whether the PPT file is well prepared and error proof                           | 15 points |

### 2) Personal Essay

The essay must be at least 2,000 words in length, which can be topics relevant to marketing in China. The report must consult at least six sources and have them listed.

#### **The criteria of assignment evaluation (100 points)**

##### a. Content (50 points)

The topic is relevant, clear, and specific; Paper addresses the topic; Idea/thesis is significant, important, logical, and solidly supported; Evidence is relevant, concrete, clear, and substantial. Paper shows originality and creativity and reflects critical thinking skills.

##### b. Organization (20 points)

Essay establishes a logical order and emphasis, creating a sense of “flow.”

Paragraphs are focused and idea-centered with smooth transitions.

c. Basic Writing Skills (20 points)

Grammar, syntax, punctuation, and spelling are correct.

Sentence is complete, unified, coherent, and varied.

d. Other Mechanics: (10 points)

Paper follows the format requirements

References are relevant and effective. Others' work has been properly cited.

## **Appendices:**

1. The course PPT
2. Case material
3. Other teaching material (such as reading materials, the articles)
4. Study guide