

《Marketing in China (I)》

Title of the Course: Marketing in China (I)

Course Teacher: LAN, Jun

Language: English

Inside Class Credit Hours: 36

Prerequisite: Marketing Principles

Semester: Fall

No. of Course:

Students: international undergraduates

Extracurricular class hours: 72

Number of students : ≤ 55

Credit: 2

1. Profile and Contact way of the Teachers

LAN JUN is lecturer of the School of Economics and Management, Tongji University and PhD from St.Gallen University, Switzerland. His major research fields are marketing, strategic management and international business negotiation, where he has extensive experience of teaching and consulting. From 1993, he has been offering the relevant courses to undergraduates, postgraduates, MBA/EMB participants from distinguished universities such as ENPC, UTA, HSG, ESCP-EAP, ESSEC-Mannheim, etc. and corporate executives from MNCs such as Metso, Philips, etc.. His publishing including marketing textbooks and academic papers, 8 of which are EI/ISTP cited. He is also currently in charge of the EMBA program jointly established by Tongji University and the University of Texas at Arlington, one of the longest English EMBA programs run in China.

Tel: 021-65989807

Email: lanjun@tongji.edu.cn

2. Course Description

Students are to explore the roles of marketing in the companies in China, and to study how effective marketing builds on a thorough understanding of company/organization behavior in order to create value. This course also focuses on state-of-the-art marketing problems faced by the firms and their management, with concerns of both the current and the future needs of Chinese customers. Participants are required to develop the expertise to properly profile the marketing problems, both theoretically and practically, with proper routes to solve them. The course has been designed as a workshop for international students who are to be required to feel and think in marketing situations highly approaching the reality, especially in modern China. Besides theoretical discussion, real company/brand cases will be assigned to student teams for exploring and studying marketing strategies and tactics.

3. Course Objectives and Requirements

1. **Course Objectives:** The objectives of this course are to explore the roles of marketing in the company context, especially the context in current China, and to study how effective marketing build on a thorough understanding of company/organization behavior to create values. This curriculum also focuses on state-of-the-art marketing problems faced by companies and their management, centered on the immediate and future needs and wants of Chinese customers. It enables students to understand the point of view of executive managers and be able to try to solve real business problems from the perspective of both the domestic Chinese and the overseas. Students study how to: Make marketing decisions in the context of general management; Control the elements of the marketing mix—product policy, channels of distribution, communication, and pricing—to satisfy customer needs profitably; Design methods to analyze and settle marketing affairs and; use the knowledge in a brand management simulation.

2. **Requirements:** Traditionally students who take the course are either (i) interested in how to use marketing theories to deal with China-related cases in the business sector or (ii) willing to discuss opportunities of marketing in other sectors of the Chinese society. The course is also possibly appropriate for those who need know further details about the business in modern China.

Participants are to study real business cases and implement marketing decision-making simulation in the form of personal work/group discussion.

Marketing is not a conceptually difficult subject. The complexity arises in its application. There is no point in attending class unless you are prepared for it since our discussion may seem “obvious”. It is only when you have an opinion that you try to defend that you will understand the real issues in marketing. Please bring your experience and opinion and share them in class, and listen carefully to the opinion and experience of others. Our lecture/discussions should be a dialogue, with your contributions constrained only by the shortage of available time.

There are no right answers in Marketing, but some answers will have less justification than others. Participants’ aim should be to understand the frameworks and concepts concerned and to practice applying them in different practical situations with penetrating analysis and relentless logic.

4. Course Arrangement

Course name		Marketing in China	Total Credit Hours	36
unit	Credit hours	Contents	Preparation of class and reading materials	Cases
1	4	Unit One A Guide-Deeper Viewing inside China's Markets Chapter 1 Marketing in the 21st Century 1. 1 The Scope of Marketing 1. 2 A Broadened View of Marketing Tasks 1. 3 The Decisions Marketers Make 1. 4 Defining Marketing 1. 5 Core Marketing Concepts 1. 6 Orientations Toward the Marketplace	1. Chapter 1 of Textbook (Philip Kotler)	1. Case: Huawei Telecommunication 2. Case: What happened to milk in China?
2	6	Unit Two Study on Marketing Environments Chapter 2 Scanning the Marketing Environment 2. 1 Defining Customer Value and Satisfaction 2. 2 The Nature of High-Performance Businesses 2. 3 Attracting and Retaining Customers 2. 4 Analyzing Needs and Trends in the Macroenvironment Chapter Three Developing Marketing Strategies 3. 1 How to Differentiate 3. 2 Differentiation Tools 3. 3 Market Evolution Chapter Four Designing Global Market Offerings 4. 1 Marketing Planning for the Twenty-First Century 4. 2 Deciding Whether to Go Abroad 4. 3 Deciding Which Markets to Enter 4. 4 Deciding How to Enter the Market 4. 5 Deciding on the Marketing Program	1. Chapter 2, 3, 4 of Textbook (Philip Kotler)	1. Case: China up on World Competitiveness List 2. Case: Guizhou, the sample of China's less developed region 3. Case: High pay doesn't stretch far in Shanghai 4. Case: Bidding and hunting the Xuzhou Construction Machinery (XCM)

		4. 6 Deciding on the Marketing Organization		
3	8	Unit Three Study on Marketing Research and Customer Behavior Chapter Five Gathering Information and Measuring Market Demand 5. 1 The Components of a Modern Marketing Information System 5. 2 Internal Records System 5. 3 Marketing Intelligence System 5. 4 Marketing Research System 5. 5 Marketing Decision Support System 5. 6 Forecasting and Demand Measurement Chapter Six Customer Behavior Theories 6. 1 The Major Factors Influencing Buyer Behavior 6. 2 The Stages of the Buying Decision Process 6. 3 Analyzing Business Markets and Business Buying Behavior Chapter Seven Product and Service Strategies 7. 1 Corporate and Division Strategic Planning 7. 2 Business Strategic Planning 7. 3 The Marketing Process 7. 4 The Nature and Contents of a Marketing Plan	1. Chapter 5, 6, 7 of Textbook (Philip Kotler)	1. Video case: Spring Festival phobia 2. Case: a failure campaign of Toyota Land Cruiser Prado
4	8	Unit Four Study on Corporate Strategies Chapter Eight Dealing with the Competition 8. 1 Identifying Competitors 8. 2 Analyzing Competitors 8. 3 Designing Competitive Strategies 8. 4 Balancing Customer and Competitor Orientations Chapter Nine Identifying Market Segments and Selecting Target Markets 9. 1 Levels and Patterns of Market Segmentation 9. 2 Segmenting Consumer and Business Markets	1. Chapter 8, 9 of Textbook (Philip Kotler)	1. Case: Data mining: Microsoft employees vs. Google employees 2. Case: Geographic, demographic, and behavioral differences among cell phone users 3. Case: Segmentation of China's House Market due to Customers' Motives

		9. 3 Market Targeting 9. 4 Developing and Communicating a Positioning Strategy		4. Case: Segmentation of China's Car Market due to Customers' Motives 5. Video case: Justin Clements, entrepreneur of The Old Bike Cafe in Beijing 6. Case: Targets of the Leading Mobile Operating Systems 7. Case: Positioning of Notebooks in China Market
5	10	Unit Five Study on the Marketing Mix Chapter Ten Product Strategy 10. 1 Life-Cycle Marketing Strategies 10. 2 Developing New Products 10. 3 Managing Product Lines and Brands 10. 4 Designing and Managing Services Chapter 11 Managing Integrated Marketing Communications 11. 1 Designing Pricing Strategies and Programs 11. 2 Managing Marketing Channels 11. 3 Managing Retailing, Wholesaling, and Market Logistics 11. 4 Developing Effective Communications Mix Chapter Twelve Managing Advertising, Sales Promotion, Public Relations 12. 1 Developing and Managing an Advertising Program 12. 2 Deciding on Media and Measuring Effectiveness 12. 3 Sales Promotion 12. 4 Public Relations 12. 5 Managing the Sales Force	1. Chapter 10, 11, 12 of Textbook (Philip Kotler)	1. Case: A study report on the look-alike mobile phones/emulational mobile phones in China 2. Case: the Lady Handbags 3. Case: the Shanghai Vive Series 4. Video Case: Style and substance: interview with Ian Alexandre, GM of Sofitel Wanda, Beijing 5. Video Case: interview with Stefan Interthal, Managing Director of Kempinski Hotel, Beijing 6. Case: The end of China's cheap denim dream 7. Case: "£8 jeans "better made" than £120 jeans 8. Case: Failure of BestBuy, entrance of Media Markt 9. Case: UPS and Lian-Hua distribution centers 10. Video Case: Run, SF (ShunFeng) Express

		12. 6 Principles of Personal Selling 12. 7 Managing Direct and On-Line Marketing		11. Video Case: Citroën's campaign in China 12. Video Case: BASF's campaign in China
--	--	---	--	---

5. Teaching Methods

Lectures, discussions, team Works, case studies, field researches, etc.

6. Learning Outcomes Expected

Category	Learning Outcomes
Master of Knowledge	<ol style="list-style-type: none"> 1. Master the basic hypothesis, basic theories and development trend of marketing in China; 2. Understand China's markets and environments; 3. Judge/Make strategic marketing decisions in the context of corporate management; 4. Control the elements of the marketing mix — product policy, channels of distribution, communication, and pricing — to satisfy customer needs profitably; 5. Design methods to analyze and settle marketing affairs; 6. Use this knowledge in analyzing real company cases and drawing practical solutions.
Intellectual abilities learned	<ol style="list-style-type: none"> 1. Have the ability to set marketing planning strategy; 2. Have the ability to be engaged in marketing with the idea of sustainable development in China meeting the global challenges; 3. Have the ability of using rational management ideas and methods in the management of marketing; 4. Have the abilities of flexibility and adaptability in marketing, under the critical and dynamic influence of the internal and external factors; 5. Have the comprehensive management abilities of researching, planning, making decision and evaluating.
Practical skills learned	<ol style="list-style-type: none"> 1. Be able to forecast market trend in China; 2. Be able to manage limited information; 3. Leadership talent; 4. Teamwork; 5. Solving problems under tense time and budget pressures.
Personal competences and characters	<ol style="list-style-type: none"> 1. Successful adaptation to new or changing environment and the ability of contingency management; 2. Analyzing and solving problems calmly and rationally;

Cultivated	<ol style="list-style-type: none"> 3. Admitting wrong decisions and learning from lessons; 4. Respecting teams members and business partners; 5. Ability of encouraging and compromising; 6. Characteristics to innovate and challenge; 7. To develop excellence of leadership and responsibility; 8. The broad view of diversified and dynamic global competition and the notion of sustainability.
------------	--

7. Performance Evaluation: Means & Ratio

Evaluation Means	Ratio (%)	Link with learning outcomes expected
Team and individual assignments	35	<ul style="list-style-type: none"> • Focusing on real cases, evaluate the ability of using marketing knowledge and methods to analyze and solve the practical marketing problems
Attendance and Engagement	15	<ul style="list-style-type: none"> • Individual Class Participation Active classroom participation by students is an important part of the learning experience in this course. Regular class participation provides students with the opportunity to practice and improve oral communication skills and the capacity to think logically and react quickly when under pressure to respond. Taking an active role in class discussions benefits you in several ways. As a result, it is encouraged and rewarded. • Individual Class Absence/Tardy Policy The class absence policy is intended to comply with the policies of Tongji University and those of the School of Economics and Management. Because of the importance of class participation and discussion in this course, class attendance will be monitored and each unexcused absence will affect your grade. If you must miss a class, please provide your instructor with a copy of any assignments scheduled to be handed-in during your absence. To receive credit (marks) the work must be handed-in on or before the date due; e-mail is acceptable for delivery. If you are ill or otherwise miss the equivalent of three weeks or more of classes, it is unlikely that you will pass the course. As a result, if you find yourself missing three weeks of classes for any reason, you should consider dropping the course and picking it up in a later semester. Chronic "lateness" is often a habit and not a good one to carry

		<p>into the work force. Bosses, supervisors, and teachers often interpret chronic lateness as a sign of disinterest in the job, class or activity. As a result, at times, your instructor will count being late to class as an unexcused absence.</p> <ul style="list-style-type: none"> • Class Ethics and Morality • Bonus Marks <p>In some cases “bonus” marks will be awarded for extra or voluntary work.</p>
Exam	50	<ul style="list-style-type: none"> • Accuracy of the Answer <p>To evaluate if the concepts and methods are applied correctly and appropriately.</p> <ul style="list-style-type: none"> • Validity, Reliability and Value of the Answer <p>To evaluate if the analysis and the conclusion is of high validity, reliability, theoretical value and practical value.</p>

8. Textbook, References and Reading Materials

1) Textbook

- [1] Philip Kotler, Marketing Management, the 10th edition (or similar later editions). Tsinghua University Press, published by arrangement with Pearson Education, Inc., publishing as Prentice Hall, 2008.

(Note: more compulsory reading materials will be dispatched during the class for individual study/group study.)

2) Online resources

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

3) Periodicals and Magazines

- [1] Harvard Business Review
[2] China Daily

9. Cases

- [1] Case: Huawei Telecommunication
[2] Case: What happened to milk in China?
[3] Case: China up on World Competitiveness List
[4] Case: Guizhou, the sample of China's less developed region
[5] Case: High pay doesn't stretch far in Shanghai

- [6] Case: Bidding and hunting the Xuzhou Construction Machinery (XCM)
- [7] Video case: Spring Festival phobia
- [8] Case: a failure campaign of Toyota Land Cruiser Prado
- [9] Case: Data mining: Microsoft employees vs. Google employees
- [10] Case: Geographic, demographic, and behavioral differences among cell phone users
- [11] Case: Segmentation of China's House Market due to Customers' Motives
- [12] Case: Segmentation of China's Car Market due to Customers' Motives
- [13] Video case: Justin Clements, entrepreneur of The Old Bike Cafe in Beijing
- [14] Case: Targets of the Leading Mobile Operating Systems
- [15] Case: Positioning of Notebooks in China Market
- [16] Case: A study report on the look-alike mobile phones/emulational mobile phones in China
- [17] Case: the Lady Handbags
- [18] Case: the Shanghai Vive Series
- [19] Video Case: Style and substance: interview with Ian Alexandre, GM of Sofitel Wanda, Beijing
- [20] Video Case: interview with Stefan Interthal, Managing Director of Kempinski Hotel, Beijing
- [21] Case: The end of China's cheap denim dream
- [22] Case: "£8 jeans "better made" than £120 jeans
- [23] Case: Failure of BestBuy, entrance of Media Markt
- [24] Case: UPS and Lian-Hua distribution centers
- [25] Video Case: Run, SF (ShunFeng) Express
- [26] Video Case: Citroën's campaign in China
- [27] Video Case: BASF's campaign in China

10. Assignment Requirements

Select the typical company case in your group work, combine with the international marketing theory and knowledge related, describe, analyses and evaluate problems existed, and put forward some solutions and implications.

Requirements

- 1) Collect this case background information and discuss about the problems above
- 2) Form the groups, each group consists of 4-5 students.
- 3) Do presentation in the class, each group need to submit PPT and the WORD (one copy of the electronic version and paper version)
- 4) Each group should prepare before class carefully, please.

The criteria of assignment evaluation (100 points)

- | | |
|---|-----------|
| 1) Whether the case material collection is completed or not | 20 points |
| 2) Whether the case analysis is system in-depth or not | 25 points |
| 3) Whether the insights is linked with work practice closely or not | 25 points |
| 4) Participation of group members in case discussion | 20 points |

- 5) Whether the PPT and document is made seriously and beautiful 10 points

Appendices:

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