

# COURSE SYLLABUS

## MARKETING MANAGEMENT IN CHINA

Instructor: Rainer Appel  
Telephone: 135-.....(mobile)  
532-..... (office)  
E-mail address: mail@marketing-in-china.org  
Website  
(to download course material): www. marketing-in-china.org  
Textbook: P. Kotler, G. Armstrong, Principles of Marketing. 10<sup>th</sup> edition, Prentice Hall.  
*Strategic Management*, 10th Edition, by Fred R. David, Prentice Hall.  
Case study material (will be provided in class).

### Course Description

This course is designed to provide an understanding of marketing in a Chinese context. The course focuses on how firms formulate, implement, and evaluate marketing strategies in China. Students use marketing knowledge acquired from prior business courses, coupled with basic strategic-management techniques, to chart the future direction of different organizations in China. The major responsibility of students in this course is to make objective strategic marketing decisions in a Chinese business environment plus to justify them, and to identify differences in doing business in China with respect to the students' home countries and outline their consequences through oral and written communication.

Five five-persons teams will be formed early in the course. Each team of students will give a 15-minute interactive oral presentation analyzing a business policy case during the first half of the course and a topic case during the second half. The team will need to answer questions from the class during and after the presentation. There is a written report in the form of an executive summary (1-2 pages) to accompany this presentation and **to be handed out to the class**, although your team will want to use handouts, posters, PowerPoint, and/or overheads. A copy of the final summary report and presentation slides must be send to the instructor via e-mail no later than 24 hours prior to presentation (Wednesday 8 a.m. or earlier) A copy of the evaluation sheet used by the instructor to evaluate the teams is attached to this syllabus. A five-minute pop test will be given at the beginning of each class from week 2.

### Course Evaluation

Assignments (pop quizzes and class participation)	20%
Oral case presentation/analysis	30%
Final examination	50%
<hr/> TOTAL	<hr/> 100%

A 10-point grading scale will be used throughout the course, where A = 90-100, B = 80-89, C = 70-79, D = 60-69, and F = 0-59 points.

## Course Guidelines

Your oral presentation will be graded on two parts: content and delivery, as indicated on the attached evaluation sheet. A written evaluation of your case presentation will be provided after the last team delivers their presentation. The evaluation will include a synopsis of the critique team's evaluation, along with overall number grades.

Content includes whether your presentation was accurate, complete, specific, detailed, error free, and **UP-TO-DATE** (Case material provided is often outdated. It is your responsibility to complement the existing data from the case material with new, up-to-date information through **primary AND secondary research methods**). Were appropriate analytical tools included? Were they correct? Were your recommendations specific? Did you show clearly how your recommendations could be implemented? You need to be specific in all areas, including your mission and vision, IFE Matrix, EFE Matrix, **CPM, SWOT Matrix, BCG Matrix, IE Matrix, SPACE Matrix, Grand Strategy Matrix**, and recommendations. Tell exactly when, how, where, and why your recommendations are appropriate.

**Present the case with a focus on China.** Highlight differences that result from the fact that the case takes place in China. Present a conclusion with 'lessons learned' or the like. Stress what foreign companies in similar situations should watch out for and what they can learn from the case when doing business in/with China.

Delivery includes whether your case presentation was interesting, lively, special, upbeat, and clear. Were your visual aids readable from the back of the class? Did you use color to highlight points? Were your voice tone, eye contact, posture, and appearance good? Were transparencies, handouts, slides, the blackboard, PowerPoint, or flip charts used to make your oral presentation as interesting and informative as possible? **DO NOT READ ANY PART OF THE PRESENTATION !!!** (except perhaps the mission statement). The presenting team is also responsible for the check-out of the projector, which must be set-up no later than 8 a.m./10 a.m., when the time of your presentation starts counting down.

During each case presentation, the class will ask the presenting team questions, solicit further explanation of any unclear parts of the presentation, point out any mistakes in the analyses presented, comment on the feasibility and thoroughness of recommendations given, and, perhaps, offer counter-recommendations with supporting analyses or information. Helpful criticism, praise, and compliments should be given, as appropriate. Everyone needs to attend class and to participate in these class discussions.

Regarding the pop quizzes, you may drop your lowest grade—which will be a zero if you miss one of these five-minute tests due to absence or tardiness.

**Course Timeline and Assignments:**

week	topic
1	<b>Kick-off session;</b> Market Oriented Strategic Planning (review)
2	<b>Scanning The Market Environment;</b> Case: <i>Yahoo! and Google in China*</i> (insights into the Chinese online media/e-commerce/publishing sector)
3	<b>Analyzing Consumer Markets and Consumer Behavior;</b> Case: <i>Yum! Brands in China*</i> (insights into the Chinese consumer foodservice market)
4	<b>Setting The Product, Services and Branding Strategy;</b> Case: <i>Li-Ning*</i> (insights into the Chinese sports-wear industry)
5	<b>Marketing Channels and Supply Chain Management;</b> <b>Retailing and Wholesaling;</b> Case: <i>Carrefour and Wal-Mart in China*</i> (insights into the Chinese retailing industry)
6	<b>Entry strategies; Logistics;</b> <i>FedEx and UPS in China*</i> (insights into the Chinese logistics/distribution sector)
7	<b>Advertising**, Sales Promotion, PR and Direct Marketing** in China</b>
8	<b>Market Entry**, Market Research in China**</b>
9	<b>Sourcing in China from a marketer's perspective (I):</b> <ul style="list-style-type: none"> <li>• Paying suppliers: How to position yourself financially</li> <li>• Protecting your <b>Intellectual Property (IP)**</b></li> <li>• Shipping, logistics, import duties, and customs clearances</li> </ul>
10	<b>Market Development in China (essential soft skills from a Westerner's point of view and how they relate to marketing):</b> <ul style="list-style-type: none"> <li>• 孙子兵法 (Sūn Zǐ Bīng Fǎ): Sun-Tzu: The Art of War</li> <li>• Negotiation Techniques: 三十六计 (Sānshíliù Jì): The 36 Stratagems</li> <li>• 关系 (GuānXi): The Art of Relationships</li> </ul>
11	<b>Sourcing in China from a marketer's perspective (II):</b> <ul style="list-style-type: none"> <li>• Sourcing under the global financial crisis</li> <li>• Finding and selecting the right suppliers</li> <li>• Quality control management: Make sure you get what you pay for</li> </ul>
12	Global Marketing; Case: <b>Haier</b> Chinese brands going global; competing with Chinese brands in your home markets)

\*: company case presentation

\*\*: topic case presentation

## CASE PRESENTATION EVALUATION FORM

Company:	Date:				
Presenting Team Members:					
Place comments after each rating.	Ratings (circle the appropriate numbers).				
<b>CONTENT</b>	Poor	Below Average	Average	Above Average	Superior
1. Mission/vision Statement *	1	2	3	4	5
2. Thoroughness, accuracy, and depth of (external and internal) analysis	1	2	3	4	5
3. Identification and evaluation of alternative strategies using matrices *	1	2	3	4	5
4. Quality, quantity, feasibility, and relevance of recommendations *	1	2	3	4	5
5. Justification and support for recommendations *	1	2	3	4	5
6. Conclusion with 'lessons learned' with respect to China!!!	1	2	3	4	5
<b>DELIVERY</b>					
1. Organization/professionalism of presentation	1	2	3	4	5
2. Use of visuals and color	1	2	3	4	5
3. Communication skills of team	1	2	3	4	5
4. Focus China!!!	1	2	3	4	5
5. Use of time!!!	1	2	3	4	5
6. Handling of questions	1	2	3	4	5
<b>OVERALL EVALUATION:</b>	1	2	3	4	5

\* only relevant to company case (not topic case)