

Course syllabus

Marketing Strategy

Course Description:

The Module Marketing strategy will bring students both marketing principles in China's context and some representative multinationals' brands application (Apple, KFC, Starbucks...), as well as the real cases in marketing, management, and other fields. The lecturer has solid academic foundation and rich industry experience (now is a well-known independent marketing & management consultant and trainer), will like to share his own experience with foreign students about China's marketing practice.

Expected Student Outcomes:

- To redefine marketing and marketing strategy in China's context
- To understand China's marketing environment – both for macro-environment & microenvironment
- To know how to segment markets in China and how to approach Chinese customers
- To illustrate different marketing strategies applies in China' environment
- To specify various marketing mix elements in the local market

Course Requirements:

This course requires students to complete the following:

Participation: 10%

Presentation: 30%

Final Report: 60%

About classroom participation:

While the grade cannot be based on attendance per se, students should plan to be in class and ready to discuss the readings/ lectures. Students will be divided into small discussion groups at the beginning of the term, and topics for presentation will be assigned to each of the group members.

About in-class presentation:

Each student will conduct a 30-minute PPT presentation (the list for signup will be passed out on the first week) and also provide the questions for a 15- minute discussion on the topic provided. The presentation should be informative on the topic, and creativity is more than welcomed. Students must send their PPT to the course instructor for evaluation after the presentation and use a minimum of 3 academic sources (students may use Wikipedia and other online sources as well, but they do not count toward the 3 academic sources). Please include the bibliographic references at the end of PPT presentation).

Final Report:

Each student is expected to finish a defined academic report individual, which would focus on a certain industry in China.

Policy on late assignments and missed exam:

It will be marked down by 0.1 each day for a late turning in an assignment without making prior arrangements. It will be marked zero for a missed exam.

CLASS SCHEDULE

Lecture 1: Warm-up and introduction to marketing & marketing strategy in China; What is the marketing history in China, what the Chinese market and Chinese customers' characteristics, how foreign companies localize

Lecture 2: China's marketing environment; What is China's demographic, economic, natural, technological, political and cultural environment?

Lecture 3: How to approach the market and customers in China; How to segment the Chinese market more accurately and what the most profitable markets in China, and how to approach them

Lecture 4: The main market strategies options in the Chinese market; Discuss the main marketing strategies options in the local market and to specify their characteristics as well as the applied cases in the real market context

Lecture 5: The marketing mix in China; The four main marketing mix elements – product, price, promotion, and place, how they applied in the local market: how companies design their products and brands? How they set their prices? How they promote brands and products and how they make their offerings available for customers?

Lecture 6: Marketing strategy case applied in China – Volkswagen; How the German auto giant became China's first joint venture and why it gets remarkable popularity in the local market?

Lecture 7: Marketing strategy case applied in China – KFC; Only an American middle-end fast-food brand, why it built up such a frying chicken miracle in the Chinese market, even it changed Chinese people cuisine

Lecture 8: Marketing strategy case applied in China – Starbucks; The symbol of West, but far away from China's traditional cultural, why it is sold for 30 RMB a cup of coffee while most Chinese people don't like its taste, and now the brand of Starbucks has been the logo of West life

Lecture 9: Marketing strategy case applied in China – Louis Vuitton; As the No 1 luxury consumption country, China's high streets are full of world top brands. And it witnessed how the LV transferred from the top luxury bag brand to the vendor bag brand

Lecture 10: Marketing strategy case applied in China – Apple; The Apple fever is still on all over the world, especially in China, why such a digital fashion brand would make young people sold his kidney to get it? Crazy or addicted? Explore the Apple mystery in China.