

Enquire Teaching Timetable

[Return](#)

Course Outcome

MKTG 4070 - Marketing in China

Learning Outcome

1. Have a good knowledge of the social, economic, and political environment surrounding the Chinese market
2. Have a good understanding of the Chinese consumer characteristics and behavior patterns.
3. Be familiar with the unique characteristics of marketing mix management in China
4. Understand the nature, and learn to implement the winning strategies, of marketing competition between local and international companies in the Chinese market.

Course Syllabus

1. Introduction
2. Understanding the Chinese Consumers
3. Advertising in China
4. Entering the Chinese Market
5. Production & Logistics & Service in China
6. Branding in China
7. Competition in the Chinese Market

Assessment Type

	Assessment Type	Current Percent
1	Homework or assignment	45
2	Project	45
3	Participation	10

Feedback for Evaluation

1. Course Teaching Evaluation (CTE) will be done at the end of the course.
2. Collect information and feedback from students.
3. Assess the achievement of learning goals by reviewing external examiner reports.

Required Readings

1. Journal Papers and Magazine Articles (to be distributed)
2. China Marketing Case Materials.

Recommended Readings

1. Marketing Management in China, by P. Kotler, K.L. Keller, and T.H. Lu, Prentice Hall, 2009.
2. Brand New China: Advertising, Media, and Commercial Culture, by Jing Wang, Harvard University Press, 2008.