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## Study Center in Shanghai, China

<b>Course Name:</b>	Marketing Management in East Asia and Emerging Markets
<b>Course Number:</b>	BUSI 3007 SBLC/MKTG 3001 SBLC
<b>Language of Instruction:</b>	English
<b>Semester Credits:</b>	3
<b>Contact Hours:</b>	45
<b>Term:</b>	Spring 2017

### **Course Description**

The course assesses the parameters of marketing strategy and success in the context of prevailing Chinese cultural norms and expectations in a rapidly developing consumer culture wherein social mobility, rapid change, technological sophistication and the growing incursion of foreign mass media and popular culture are the conditions of the day. The course lays out the underlying cultural logic that informs management and considers how these matters impact product development strategies, market research, and approaches to customer and public relations. Likewise, the course examines marketing questions with reference to common product, price, place, and promotion strategies in China. This course will include case studies from successful Western firms in China such as Apple and KFC and Asian firms like Toyota and Alibaba.

### **Required Textbook**

Students will receive a copy of the main textbook after they arrive in Shanghai from the CIEE office: Marketing Management: An Asian Perspective. Sixth Edition. Kotler, Keller, Ang. Pearson Publishing.

### **Assigned Readings and Powerpoints**

All learning materials will be sent directly to each student. Readings for class will be sent a few days before the lecture. PowerPoints will be sent sometime after each class.

### **Course Prerequisites**

Prior coursework in the principles of marketing is encouraged as the course builds upon these fundamentals.



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### **Course Objectives**

The principal objective of this course is to help you develop a critical appreciation of both the opportunities and challenges associated with the increasing globalization of markets with a particular focus on emerging markets, Asian markets, and China in particular. During the semester, you will learn about the key environmental forces shaping consumer needs and preferences, the impact of political and economic factors on firms operating in an international environment, the influence of international competition, market segmentation and strategy decisions specific to international marketing. You will:

1. Assess various foreign markets
2. Analyze the impact of cultural, social, political and economic factors on marketing strategies
3. Determine when to use different market entry and penetration strategies
4. Examine the different skills and systems required to implement marketing strategies across country borders
5. By engaging your best efforts, you will enhance your understanding of the scope, risks and rewards facing organizations attempting to establish and maintain global competitiveness.

## **Course Requirements and Assessment**

### **Class Attendance and Participation (totaling 20% of final grade).**

Attendance in class sessions is required. If you are unable to attend a class, you are expected to email your professor ahead of time. Unexcused absence from an exam or presentation will result in a zero being entered for that grade. Excused absence from an exam or presentation will result in either a make-up or the final grade being determined by the other evaluation inputs.

An excused absence for missing an exam or presentation must be requested and arranged with the professor before an exam or presentation. If you are unable to make it to class, please check-in with a classmate for any missed information. If you still have questions once you have reviewed all slides, notes and assigned readings, you may contact your professor for clarification.

Class participation is critical to the success of this course and also provides an opportunity to develop the oral communication and persuasion skills that are essential in the practice of marketing. Also, students are encouraged to take this opportunity to look into current marketing events that are relevant to your own surrounding. Effective class participation includes:

- **Adequate preparation for each class session.** You are expected to come to class prepared to engage in an informed conversation about class material and about current marketing news stories and observations around China.

**Regular and timely attendance.** Excused reasons for absence are outlined in the Student Handbook. Consistent with school policy, absences for personal reasons, including job interviews and personal commitments (e.g., travel, attending a friend's wedding) are not considered excused. One unexcused absence is generally expected. Beyond this, unexcused absences will adversely affect your participation grade. Also, classes will start on time so be punctual. Late arrivals past the five-minute mark adversely affect your participation grade.

- **Contributions to in-class discussions.** Your in-class contributions will be judged on the basis of whether they facilitate the process of collective learning in the classroom. High quality contributions are efficient, relevant to the discussion at hand, and cognizant of the flow of arguments on the table. Quality does not entail simple repetition of case facts or previous commentary. Quality contributions help others learn by synthesizing multiple points of view, redirecting a discussion that has hit an impasse, clarifying ambiguities, or provoking debate. Quality participants respect others' opinions and take care not to dominate the conversation. A good class citizen also turns off his/her cell phone before coming to class and does not use his/her computer for IM'ing or surfing.

Using these criteria, class contributions are judged using the following scale: (3) outstanding, if this person were not contributing today the quality of the class discussion would have been significantly diminished; (2) good, helpful and on-target comments; (1) attending non-participant or one with repetitive, non-value-add comments; (-1) absent, late, or destructive class commentary.

• **No Cell Phones, IM'ing, Surfing or Gaming.** Cell phones must be turned off at the start of class sessions. Those who are emailing, IM'ing, gaming, or performing any other non-class related activity will be penalized in class participation.

**Tesla in Asia Case Analysis (totaling 20% of final grade).** A properly written bibliography is required.

**Unannounced In-Class Essays (totaling 20% of final grade).** Students should always bring some blank paper to each session. There will be some unannounced in-class essays related to assigned readings and class discussions. Each essay will be given without prior notice. No more than 20 minutes will be allowed for completion. These in-class essays should encourage you to keep up with assigned readings. Together they will constitute 20% of the final grade. Each essay will be judged on the following scale: 3 points for an essay that shows insight, logic, and clear understanding of the relevant issues involved; 2 points for an essay that misses some of the relevant issues involved; 1 point for an essay that misses the key points of the question; 0 points for an incomplete essay.

**Two Presentations. (totaling 20% of final grade).** During classes four and nine, students will be giving an oral presentation. Some students may be scheduled to present in classes five and ten.

**Final Examination (totaling 20% of final grade).** The final exam will consist of many multiple choice questions, some short answer questions and a longer case study. It will cover each of the key topics discussed in the course and be "closed book".

Students must:

1. Bring writing pens and plenty of paper (no books, electronics, or aids of any kind);
2. Write a legible answer to each of the questions.
3. Submit your exam (in legible form) to the professor before departing the class.

Your essay will be graded on overall quality (e.g., ideas, clarity, reasoning, writing quality). This exam will constitute 40% of your final grade.

### **Field Trip**

We will be taking a required trip to Shanghai Volkswagen. We will tour the company's factory in Shanghai's Jiading District.

## Weekly Schedule

### **Class One:**

Required Textbook Reading – Marketing Management Chapter One.

Cases/readings provided:

1. Discussion: Chapter One: Defining Marketing for the 21st Century
2. Discussion: Disney in Hong Kong and Shanghai
3. Article: China's Reverse Price Wars

### **Class Two:**

Required Textbook Reading – Marketing Management Chapter Two.

Cases/readings provided:

1. Discussion: Chapter Two: Developing Marketing Strategies and Plans
2. Article: Louis Vuitton and Secretaries in China
3. Article: Shanghai IKEA Not Happy to Play Matchmaker to the Middle-Aged

### **Class Three:**

Required Textbook Reading – Marketing Management Chapter Three.

Cases/readings provided:

1. Discussion: Chapter Three: Gathering Information and Scanning the Environment
2. Article: Johnson & Johnson and the State Media
3. Article: Why You Need to Register Your Trademark Now

**Presentation One:** During Class Four, students are required to give a presentation: With one classmate or by yourself, choose a major MNC in Asia and identify one of its main competitors. Give a 15 minute presentation with powerpoints. Give a one page summary to your professor before your presentation.

1. Identify the major macro-environmental trends both companies face in Asia.
2. Analyze the MNC's current strategy in Asia. Analyze its competitor's strategy.
3. Compare and contrast these strategies.
4. Make one or two recommendations. Defend your recommendations

### **Class Four:**

Presentations One. Textbook Reading - Marketing Management Chapter Four.

Cases provided:

1. Discussion: Chapter Four: Conducting Marketing Research
2. Case: Greenpeace versus Nike

**Major Assignment: Tesla in Asia Case Analysis.** Students are required to research the many challenges Elon Musk and his management team at Tesla face in China and the rest of Asia. Include a bibliography with a minimum of ten cited sources. Students need to answer the questions on page one of the provided case.

**Class Five:**

Required Textbook Reading – Marketing Management Chapter Five.

Cases/readings provided:

1. Discussion: Chapter Five: Creating Customer Value, Satisfaction, and Loyalty
2. Article: Distribution in India
3. Case: Business Ethics: Culture Clash in the Boardroom

**Class Six:**

Required Textbook Reading – Marketing Management Chapter Six.

Cases/readings provided:

1. Discussion: Chapter Six: Analyzing Consumer Markets
2. Article: Digital Marketing at Volkswagen
3. Article: Transfer Pricing

**Class Seven:**

Required Textbook Reading – Marketing Management Chapter Seven.

Cases/readings provided:

1. Discussion: Chapter Seven: Analyzing Business Markets
2. Article: Samsonite's Distribution Strategy in Asia
3. Case: The Dark Side of China's Economic Miracle

**Class Eight:**

Required Textbook Reading - Marketing Management Chapter Nine.

Cases/readings provided:

1. Discussion: Chapter Nine: Identifying Market Segments and Targets
2. Article: The Grey Shadow of Cross-Border E-Commerce
3. Article: Safeguarding Your IP in China

**Presentation Two:** During Class Nine, you and your classmate will describe a new product or service that you think offers a great opportunity in Asia. Describe how you would go about marketing this product or service to an Asian consumer. The requirements are:

1. Define the product or service's segmentation strategy, target customer, value proposition, supply chain, distribution channel, and so on.
2. Create a powerpoint presentation and a one-page summary to give to your professor before you start speaking. Speak for about 15 minutes.

**Class Nine:**

Presentation Two.

Required Textbook Reading - Marketing Management Chapter Nine.

Cases/readings provided:

1. Discussion: Chapter Nine: Creating Brand Equity
2. Discussion: Sourcing Product from Chinese Companies

**Class Ten:**

Required Textbook Reading – Marketing Management Chapter Ten.

Cases/readings provided:

1. Discussion: Chapter Ten: Crafting the Brand Positioning
2. Article: Li Ning and Brand Repositioning
3. Case: Was Outsourcing to India the Right Move?

**Class Eleven:**

Required Textbook Reading – Marketing Management Chapter Eleven.

Cases/readings provided:

1. Discussion: Chapter Eleven: Competitive Dynamics
2. Article: How Chinese Subsidies Changed the World
3. Article: Using KOLs in Asia

**Class Twelve:**

Required Textbook Reading – Marketing Management Chapters Twelve and Thirteen.

Cases/readings provided:

1. Discussion: Chapter 12: Setting a Product Strategy
2. Discussion: Chapter 13: Designing and Managing Services
3. Case: Betrayed in China: One Entrepreneur's Hard Journey East

**Class Thirteen:**

Required Textbook Reading – Marketing Management Chapters Fourteen.

Cases/readings provided:

1. Discussion: Chapter 14: Pricing Strategy
2. Article: What to Do When You Fail in China

**Class Fourteen:**

Trip to Shanghai Volkswagen.

**Class Fifteen:**

Final

Exam.

**Adjunct Professor:** A native of Minnesota, Brian Schwarz moved to China in June 2000 and has lived in Beijing, Nanjing, and Shanghai. He is a Visiting Professor at the ESSCA School of Management in Shanghai where he has taught courses in Doing Business in China and China Business Culture to students mostly from Europe. He also supervises the China-related MBA research projects at Manchester Business School in Shanghai. Since 2006, he has authored a number of articles published in the Shanghai Business Review, China Economic Review, and China International Business. His current research project is titled Examining the Cross-Cultural Dimensionality of Prestige Sensitivity: An Empirical Analysis of Chinese and American Millennials.