LSE-PKU Summer School 2013

LPS-MG301

Demystifying China: Understanding Business and Marketing Strategies in China

Course Outline

Instructor

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Dr Rui Wang is currently Assistant Professor of Marketing at Guanghua School of Management at Peking University. She obtained her Ph.D. in marketing from Pennsylvania State University, USA.

Dr Wang’s research interests are mainly in strategic marketing areas such as B2B marketing, marketing leadership, social networks, and interfirrm relationships. Her research papers have appeared in the leading international journals, such as Strategic Management Journal, Journal of Business-to-Business Marketing, and Chief Marketing Officer Journal.

Course summary

The objective of this course is to provide students with a critical understanding of the Chinese market and consumers, as well as business and marketing strategies in China.

The first two sessions of the course focus on unique aspects of the Chinese market and Chinese consumers, which are most relevant to doing business in China. Students explore these issues through experiential learning exercises and class discussions.

Sessions 3-5 address business strategies including positioning, product branding, promotion and pricing environment that firms use to enhance their ability to successfully market to the Chinese consumer. We may discuss the different business models that international firms use in China.

Sessions 6-8 focus on how firms try to reach consumers via marketing channels in China. Students will learn the different characteristics of channel strategies of firms in China. A mixture of lectures and case discussions are used to assist students to develop a balanced view on channel theory and practice in China.

Sessions 9-10 focus on other business, such as service industries in China. In addition, we will discuss how Chinese brands go global.

Recommended Textbook (Not Required)

Prerequisites

It is advised that students applying for this course have undertaken some university level study in business, marketing or a similar area.

Assessment

1500 word essay (50%); final exam (50%)

Course Overview

Session One: Introduction: Business context and its development in China
Session Two: Understanding China’s market and Chinese consumers
Session Three: Positioning and branding strategy in China
Session Four: Product and promotion strategy in China
Session Five: E-business in China
Session Six: Marketing Channel Analysis
Session Seven: Channel Design and Governance in China
Session Eight: Channel Relationship and Management in China
Session Nine: Service industry business in China
Session Ten: Chinese Brands Going Global