



Global China Program International Marketing

Professor: Brian J. Schwarz

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Language of Instruction: English

Contact Hours: 52 course hours. One course hour is 45 minutes.

Recommended Credit: 3

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, Haier and Alibaba.

REQUIRED TEXTBOOK: Students are required to obtain the following textbook before they arrive in Shanghai: 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 session will be sent a few days before the lecture. Powerpoints will be sent sometime after each class.

PREREQUISITES: Prior coursework in core marketing is required as the course builds upon these fundamentals.

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.** 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.

Apple and its Asian Suppliers Case Analysis (totaling 20% of final grade). This case is provided to students in class four, and due before session six. 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 the misses some of the relevant issues involved; 1 point for an essay the key points of the question; 0 points for an incomplete essay.

Two Oral Presentations. (totaling 20% of final grade). During sessions four and nine, students will be giving an oral presentation. See the planned course schedule (on the following pages) for more details.

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.

Course Grading Criteria

Grade Range (%)	
A	94-100
A-	90-93
B+	87-89
B	84-86
B-	80-83
C+	77-79
C	70-76
D	60-69
F	0-59



Academic Conduct Code. Grades will be assigned based on ECNU standards, where an A is “excellent,” B is “good” and C is “Satisfactory” or “Average.” An average student is one who shows up, understands most of the material, contributes to class discussion during at least half the sessions, and performs adequately on the assignments. If you hope to receive a higher letter grade, *your performance has to be above average.*

FIELD TRIP. We will be taking a required trip to Shanghai Volkswagen. We will tour the company’s factory in Shanghai’s Jiading District. Volkswagen will determine the time and date.

TENTATIVE COURSE SCHEDULE: The key topics for each session are as follows:

Class One: Orientation, No Class

Class Two: Required Textbook Reading – Marketing Management Chapter 1.

Cases/readings provided:

1. Discussion: Chapter 1: Defining Marketing for the 21st Century
2. Discussion: Disney in Hong Kong - Is the Customer Always Right?
3. Article: China’s Reverse Price Wars

Class Three: Required Textbook Reading – Marketing Management Chapter 2.

Cases/readings provided:

1. Discussion: Chapter 2: Developing Marketing Strategies and Plans
2. Article: Nike Faces Marketing Challenge in China: Make Running Cool
3. Article: Shanghai IKEA Not Happy to Play Matchmaker to the Middle-Aged

Class Four: Required Textbook Reading –Marketing Management Chapter 3.

Cases/readings provided:

1. Discussion: Chapter 3: Gathering Information and Scanning the Environment
2. Article: Johnson & Johnson in the Media Spotlight
3. Article: KFC and Why Western Fast Food Brands are Winning in China

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

1. Identify the major macroenvironmental trends both companies face in Asia.
2. Analyze the MNC’s current strategy in Asia. Analyze its competitor’s strategy in Asia. Compare and contrast the strategies.
3. Make one or two recommendations. Defend your recommendations



Class Five: Presentation. Textbook Reading - Marketing Management Chapter 4.

Cases provided:

1. Discussion: Chapter 4: Conducting Marketing Research and Forecasting Demand
2. Article: China Furniture Scandal Has Important Lessons For Foreign Brands
3. Article: Greenpeace versus Nike

Major Assignment: Apple and its Asian Suppliers Case Provided. Students are required to research the many challenges Tim Cook and his management team at Apple face in China and Asia. Include a bibliography with a minimum of ten cited sources. Students need to answer the questions on page one of the case.

Class Six: Required Textbook Reading – Marketing Management Chapter 5.

Cases/readings provided:

1. Discussion: Chapter 5: Creating Customer Value, Satisfaction, and Loyalty
2. Discussion: Common Ethical issues in Marketing in Asia
3. Case: Culture Clash in the Boardroom

Class Seven: Major assignment is due.

Required Textbook Reading – Marketing Management Chapter 6.

Cases/readings provided:

1. Discussion: Chapter 6: Analyzing Consumer Markets
2. Case: Lessons from KFC in Asia

Class Eight: Required Textbook Reading – Marketing Management Chapter 7.

Cases/readings provided:

1. Discussion: Chapter 7: Analyzing Business Markets
2. Article: Samsonite's Distribution Strategy in Asia
3. Article: The Dark Side of China's Economic Miracle

Class Nine: Required Textbook Reading - Marketing Management Chapter 8.

Cases/readings provided:

1. Discussion: Chapter 8: Identifying Market Segments and Targets
2. Article: Counterfeiting in China
3. Case: Will Our Chinese Partner Copy our Technology?

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

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 outline to give to your professor before you start speaking.
3. Speak for about 10-15 minutes.

Class Ten: Presentation Two.

Required Textbook Reading - Marketing Management Chapter 9. Readings provided:

1. Discussion: Chapter 9: Creating Brand Equity
2. Case: How Wal-Mart is Changing China
3. Case: Apple Tries to Avoid Motorola's Mistakes in China

Class Eleven: Required Textbook Reading – Marketing Management Chapter 10.

Cases/readings provided:

1. Discussion: Chapter 10: Crafting the Brand Positioning
2. Article: Lessons From Li Ning's Brand Stumble
3. Case: Was Outsourcing to India the Right Move?

Class Twelve: Required Textbook Reading – Marketing Management Chapter 11.

Cases/readings provided:

1. Discussion: Chapter 11: Competitive Dynamics
2. Article: Selling Product in China Through Your China Manufacturer.

Class Thirteen: Required Textbook Reading – Marketing Management Chapters 12 and

13. 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 Fourteen: Required Field Trip to Shanghai Volkswagen

Exact date and time depends on Volkswagen.

Class Fifteen: Final Exam.

Professor: A native of Spring Valley, Minnesota, Brian Schwarz moved to China in June 2000 and has lived in Beijing, Nanjing, and Shanghai. He currently is a Professor at the ESSCA School of Management in Shanghai where he has taught courses in China's Legal Environment, Consumer Behavior in the Asian Market, and Global Sourcing and Corporate Strategy to masters-level students mostly from Europe. ESSCA is based in Angers, France. He also gives lectures in Marketing Strategies in China at Shanghai Jiao Tong University in the International Education Department's MBA-Certificate program. Since 2006, he has authored a number of articles published in the Shanghai Business Review, China Economic Review, and China International Business.