

Syllabus CDHK					
Faculty	Economics and Management, Sino-German School for Postgraduate Studies (CDHK)				
Title	Marketing in China				
Course Form	Lecture <input checked="" type="checkbox"/>	Exercise <input type="checkbox"/>	seminar <input type="checkbox"/>	Workshop <input type="checkbox"/>	Others <input type="checkbox"/>
Semester	Year 2018	SS <input checked="" type="checkbox"/> WS <input type="checkbox"/>	Course No.	2130052	
Responsible	Chair Prof. Dr. HAN Zheng		Lecturer Prof. Dr. HAN Zheng		
Contact data	Email zheng.han@tongji.edu.cn		Tel./Fax. +86 21 6598 3443		
Consulting Hour	by arrangement				

1. Date/Time/Room

Wednesday 12:45-17:45
28. March, 04. April, 11. April, 18. April, 25. April, 02. May
CDHK 307
Siping Campus

2. Learning Target

- Understand marketing concepts and theories and the relationships between them
- Describe the impact of environmental and contextual aspects of marketing strategy
- Understand cultural differences and their impact on marketing
- Recognize and apply tools of strategic marketing
- Develop a marketing plan that could be applied to the students' professional practice
- Grasp unique challenges and opportunities an international company has to face for achieving its long-term corporate objectives through strategic marketing management

The course covers...(in%-Sum=100)

<i>Prof. competence</i>	40	<i>Method. competence</i>	20	<i>System competence</i>	20	<i>Social competence</i>	20
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3. Course Content Description

- Marketing environment
- Strategic marketing
- Marketing research
- Market segmentation
- Innovation and new product development
- Marketing communication
- Brand management
- New media
- Pricing policies

This course applies a variety of teaching methods such as reverse classroom to promote active learning that emphasizes learning through teamwork. Students are encouraged to become subject-matter specialists and share their knowledge with each other.



4. Language

English

5. Workload

Lecture: 24h

Course preparation and pre-reading: 32h

Team work on assignment: 48h

Final team presentation: 48h

Total: 152h

ECTS Credit Points	2 TJCP/5 ECTS
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Note:

The European Credit Transfer and Accumulation System (ECTS) is a student-centred system based on the student workload required to achieve the objectives of a programme of study. One ECTS stands for around 30 working hours. Student workload in ECTS consists of the time required to complete all planned learning activities such as: attending lectures, seminars, laboratory classes; independent study; preparation of projects, dissertations, examinations and so forth.

6. Exam Form

Individual in-class participation and knowledge test (30%)

Students are expected to actively participate in class discussions. Furthermore, students are encouraged to share their relevant marketing and practical experience with the class.

Team presentations (40%)

The class will be divided into teams. Each team will work actively on one case and passively on another case. For active case work, each team will prepare a presentation (10 min.) answering the assigned questions followed by a Q&A session (10 min). For passive case work, each team reads case material in order to be able to address critical questions during the Q&A session.

Team Assignment (30%)

Each team needs to work on a marketing related topic with focus on the latest development in the Chinese market.

7. Literature, Scripts

Print-material available?	<input type="checkbox"/>	at:	
Digitale material available?	<input checked="" type="checkbox"/>	at:	Course material will be available via a Wechat-based mobile learning platform

Recommended readings:

Book

Kotler, P. & Armstrong, G. 2008, Principles of Marketing, Prentice Hall International (13th revised ed. International ed.).



8. Prerequisites for participation

Enthusiasm for marketing

Since the number of exchange students in this course is limited to 30. Each course applicant needs to submit a motivation letter by tackling the following questions (400 words):

- Why are you interested in marketing in China?
- What is your expectation of the course, in other words what do you expect to take with you after the course?
- Have you gained any experience related to marketing?
- What was the most impressive marketing experience you had?

Please send your motivation letter to hanchair@163.com before 16.03.2018.

Selected participants will be informed before the 23.03.2018