

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 2016	SS <input checked="" type="checkbox"/>	WS <input type="checkbox"/>		
Responsible	Chair Prof. Dr. HAN Zheng		Lecturer Prof. Dr. HAN Zheng		
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Consulting Hour	by arrangement				

### 1. Date/Time/Room

05.14 08:00-17:00  
05.15 08:00-17:00  
05.21 08:00-17:00  
05.22 08:00-17:00  
06.02. 18:00-21:00  
CDHK307  
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
- New product development
- Marketing communication
- New media
- Pricing policies



#### 4. Language

English

#### 5. Workload

Lecture: 24h

Team work: 48h

Course preparation and pre-reading: 32h

Final individual assignment: 48h

Total: 152h

ECTS Credit Points	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

##### **Class participation (20%)**

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.

##### **Final exam (40%)**

#### 7. Literature, Scripts

Print-material available?	<input type="checkbox"/>	at:	
Digitale material available?	<input checked="" type="checkbox"/>	at:	Course material will be sent to the students via email before the class.



### Recommended readings:

#### **Book**

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

### **8. Others**

This course applies a variety of teaching methods to promote active learning that is based on students' own experiences and emphasizes learning by doing. Students are encouraged to share their experiences and knowledge from business practice with each other.

Methods include individual readings, group work and presentations, case studies, in-class discussions, guest lectures and an individual project aiming to develop a real-life marketing plan for the students' current employer within the Chinese or German context.