

COURSE SYLLABUS
MARKETING IN THE CHINESE ENVIRONMENT
MAR 4933
MAR 6936
MAR 2931

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Text: Terpstra and Russow, International Dimensions of Marketing, 4th Edition, 2000

Course Objectives:

1. To give students an appreciation of China and it's role in the global economy.
2. To give students an appreciation of the complexities of introducing a product into a foreign country.
3. To increase analytical and critical thinking skills of students

Method of Instruction:

This course relies heavily on participation and discussion by students. Materials will be presented via lectures, class discussion, tours, company visits and guest speakers. Emphasis will be placed on integration of materials from all of these sources.

Course Requirements (Methods of Assessment):

1. Readings- Readings will be assigned for each class session. These should be read before class and points of interest, confusion and possible discussion noted.
2. Topic Paper- The topic paper is designed to give you background information on China before you leave the US. The topics will be selected before the first class meeting and papers will be due May 21. They should submitted both electronically to the class members and electronically and hard copy to me. The paper should be 3-5 pages, double-spaced, with the emphasis on quality, not quantity. You are free to select any topic involving China that you find interesting. However, you must clear the topic with me before writing the paper.
3. Journal Assessments-Journal entries are to be kept for four days each week and the drafts turned in on Fridays. The entries will be returned to you and when the journal is turned in on **July 1**, all entries for the class should be included. You

- should also plan to keep a copy for yourself as an example of your learning experiences as well as an example of your writing and creative thinking abilities. The journals must be typed, using a 12-point pitch. Each entry should begin on a new page with a title and date. The format of the entries is as follows:
- a. Brief description of idea, event, experience, field trip or product.
 - b. Relevance to marketing in China.
 - c. Points of difference with marketing in the US.
4. Mini Marketing Plans- The mini marketing plan will be an individual effort. Each student will prepare a mini marketing plan for a US product to be introduced into China. The individual will choose the product, with approval from the instructor. The two critical factors in assessing the quality of the plan will be the incorporation of materials that you have learned about the topic of international marketing in general and the specific incorporation of your journal entries and your knowledge of China as provided in course materials, lectures, visits, etc. Grammar, spelling and punctuation are also important in assessing grades. **The plan is due on July 8.**
5. Class Discussion and General Participation- Class discussion and participation in all aspects of the trip are an important element in the determination of your class grade. It is expected that you will read assigned materials before coming to class so that you will be able to participate in the discussion and have something of merit to add to the discussion. It goes without saying that one can only participate in class discussion if one is present in class. Therefore class attendance will be noted and be an integral part of the class discussion grade. Participation in all scheduled events is also a major component of the class grade.
6. Written Work- **All written work turned in must be typed.** All written work will be evaluated on content, structure, grammar, punctuation, spelling, and citational format. One easy to use format is provided in the handout for the project. That format should be used for other written work in this class. **Please note that all ideas gleaned from sources other than yourself must be cited. This includes not only direct quotes, but also paraphrasing. If you do not cite other's contributions, you will be guilty of plagiarism.**
7. Grades- The weights given to the various components of the course for grading purposes are:
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| Paper | 20% |
| Journal | 30% |
| Mini Marketing Plan | 30% |
| Class Discussion and General Participation | 20% |

MINI MARKETING PLAN

ORGANIZING YOUR PROJECT AND GATHERING INFORMATION

1. Try to select a product that is new to China. While it is permissible to introduce an existing product, doing so requires that you obtain detailed information about competitors and their activities.
2. Your product can be either a good or a service that is directed at the consumer market or the industrial/business market.
3. While it is helpful to speak to someone from China, be aware that such interpersonal sources of information are often biased and/or limited, and should not be the sole basis for strategic decisions.

STRUCTURING YOUR REPORT

The specific structure of your report is up to you. All reports should, however, contain the following:

1. Relevant background information about China.
2. Explicit information about your entry strategy—export, joint venture, or direct foreign investment. Regardless of the strategy you choose, you must explain why you've chosen to enter the market in that way.
3. A detailed marketing plan. Read on.

THE MARKETING PLAN

The marketing plan is the cornerstone of your project report, and the primary bases for your grade on the project. Library research and other sources of data provide you with essential background information, but a marketing plan requires careful thought.

Exhibit 1 is the outline of a marketing plan. Your plan should contain the elements of this outline (although you do not need to follow the same format).

STYLE

1. The report must be typed (double-space) with 12-point pitch. It should be carefully proofread, accurate and professional. It should also contain a Table of Contents and an Executive summary.
2. The report should be readable and interesting. It should be divided into sections, by subject.

3. Whenever you quote, paraphrase, or refer to information contained in another work (or information gathered interpersonally from another individual) you **must** cite the source, and the final page of the report must contain a List of References. Follow the format described below:

a. List all of your sources alphabetically by surname of the author (or interpersonal respondent) and number them.

b. In the body of the report, wherever you need to cite a source, do so by inserting it's number from the References list, followed by a comma, followed by the page number(s) on which the information is located. For example:

During the decade of the 1970's, little was invested in modernization, so that most of China's factories have machinery 10 to 40 years old. Much of the PRC's industrial base was built with soviet aid during the 1950s (14, p.382).

The situation is different today, and in 1986, more that 117 billion Yuan (approximately \$30 billion) were invested in capital construction (8,p.29).

The listing in the List of References would appear as follows:

8. Li Rongxia, "Improving Industrial Structures", Beijing Review, 30 (no.50), 1987.

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14. Schnitzer, Martin C., M. Liebrez and K. Kubin, International Business, Cincinnati: South-Western Publishing Co. 1985.

c. Your list of References should contain only those sources which are cited in your report.

Exhibit I

THE MARKETING PLAN

I. SITUATION ANALYSIS

A. Environmental factors which are important.

1. Political/Legal
2. Cultural
3. Marketing, industry structure
4. Economy

B. Recognition of Opportunities and Threats

II. SELECT TARGET MARKETS. The success of any marketing plan depends upon how well it can identify consumer needs and organize its resources to satisfy them profitably. Four questions are key.

1. What do consumers need?
2. What must be done to satisfy these needs?
3. What is the size of the market?
4. What is its growth profile?

III. THE MARKETING PROGRAM

A. Product

1. Product line and features
2. Packaging
3. Product warranty

B. Promotion

1. Advertising
2. Personal selling
3. Publicity
4. Sales promotion

C. Pricing

1. Pricing, strategy, tactics
2. Discounts, allowances

D. Distribution

1. Entry strategy
2. Channels (members, policies)