

The Wharton School  
Marketing Department

DRAFT COURSE OUTLINE

COURSE TITLE: Marketing in Emerging Economies:  
Understanding and Marketing to the Chinese Consumer

INSTRUCTOR: 1) Professor Z. John Zhang, Murrel Ades Professor, The Wharton School  
2) Professor Runting Tu, Guanghua School of Management, Peking University

TA's: Cui Wang and Marvin Mao.

DATES: March 7 – March 9, 2011  
Evening Reception March 6, 2011, sponsored by Guanghua

LOCATION: Beijing

Credit: 0.5 CU's

Course Overview

The objective of this course is provide students with a critical understanding of the Chinese consumer, distribution channels, pricing environment, branding and competitive dynamics so as to enhance their ability to market to the Chinese consumer successfully. The course will consist of a combination of lectures, case studies, presentations by industry experts, and a short evening field trip.

The course will meet over 3 days in Beijing on the campus of Peking University and it will be taught jointly by Wharton and Guanghua professors. As of now, the course will be open to only Wharton students (MBA, WEMBA and UG's). We might allow Penn students from other Schools depending on availability.

Students are expected to write a group report after the course's completion to receive credit. Each group may follow one of the two options below:

1. During your short field trip to a retailing outlet in Beijing, what differences do you notice, relative to a comparable American retailer, about the way in which the Chinese retailer does its in-store marketing (merchandizing, promotions, staffing, etc.),? What might explain those differences?
2. You can also propose your own project.

**Grading Scheme:**

Class Participation and Preparation: 40%

Term Paper (Group): 60%

## **Preliminary Course Outline**

### **Day 1 (March 7, 2011)**

9:00 am-10:20 am:

Economic Growth and Price Wars in Emerging Markets—Art of Price War from China (Professor Z. John Zhang)

10:20 am-10:30 am: Break

10:30 am-Noon:

Chinese Brands Going West and Western Brands Coming to China (Professor Z. John Zhang)

Guest Speaker: Veronica Chou 曹颖惠, President of Iconix China Ltd 艾康尼斯中国

Noon-2:00 pm Lunch Break

2:00 pm-3:20 pm:

B2B Marketing in China: Pfizer's Marketing Strategy in China (Professor Z. John Zhang)

Guest Speaker: Dr. Wu Xiaobing, the Country Manager of China, Pfizer Inc

3:20 pm-3:30 pm: Break

3:30 pm-5:00 pm:

Real Estate Pricing: *Popping the Bubble* (Vanke case) (Professor Z. John Zhang)

Evening Group Activities: Field Trip to a Retailing Outlet and Report Preparation

### **Day 2 (March 8, 2011)**

9:00 am-10:20 am:

Observations from Field Trips

Distribution Channels in Asia: Store within a Store (Professor Z. John Zhang)

10:20 am-10:30 am: Break

10:30 am-Noon:

The Fortune at the Top of the Pyramid in Emerging Market (Professor Z. John Zhang)

Guest Speaker: Robert Zou, the founder & CEO of Arrail Dental Group, on "Focus, A Key to the Success of A Venture in China."

Noon-2:00 pm: Lunch Break

2:00 pm-3:20 pm:

Competitive Marketing Strategies in China (Professor Z. John Zhang)

Guest Speaker: J. Samuel (Sam) Su, the President of the China Division for Yum! Brands, Inc

3:20 pm-3:30 pm: Break

3:30 pm-5:00 pm:

Marketing Research in China (Professor Z. John Zhang)

Guest Speaker: Nielsen China

Evening Free

### **Day 3 (March 9, 2011)**

9:00 am-10:20 am:

Session 1: Overview

Lecture: "Doing Business in China: the Basics" (Professor Tu Rungting)

- Reading: The Five Faces of Chinese Consumers, AC Nielson, news release.

10:20 am-10:30 am: Break

10:30 am-Noon:

Session 2: Expanding in China:

Lecture: "Doing Business in China: How to Catch a Dragon" (Professor Tu Rungting)

- Readings: "China Tomorrow", HBR.  
"Expanding in China", HBR.  
"How to Succeed in China", Industrial Distribution.

Noon-2:00 pm: Lunch Break

2:00 pm-3:20 pm:

Session 3: Market Power

- Readings: “Car Town”, China Digital Times.  
“The Myth of China Inc.”, The Economist.  
“Evolution on the Global Stage”, strategy+business magazine.
- Assignment for **all** students: integrative summary of the three articles
- In-class discussion: the challenges faced by Chinese industries

3:20 pm-3:30 pm: Break

3:30 pm-5:00 pm:

#### Session 4: The Future

- Readings: “The Battle for China’s Good-Enough Market”, HBR.  
“Annual Chinese Consumer Survey, ‘08”, McKinsey Reports.
- Assignment for **all** students: integrative summary of the two articles
- In-class discussion: Good-enough market and luxury consumptions.

7:30 pm -9:30 pm

Farewell Banquet sponsored by Wharton Global Initiatives at the restaurant pictured below

(Bus arranged by Guanghua)



All readings will be updated and assigned to each session. You should expect a normal load of readings for an usual half-credit class.