

The Wharton School  
Marketing Department

COURSE OUTLINE  
(Subject to Changes)

COURSE TITLE:	Marketing in Emerging Economies: Understanding and Marketing to the Chinese Consumer
INSTRUCTOR:	1) Professor Z. John Zhang, Professor of Marketing, Murrel Ades Professor, The Wharton School 2) Professor Xu Jing and Professor Wang Rui, Guanghua School of Management, Peking University
TA's:	Amy Huang and Jiayi Liang
DATES:	March 5 – March 7, 2012 Evening Reception at 6:30 pm on March 4, 2012, sponsored by Guanghua (location: Guanghua Hotel)
LOCATION:	Beijing, Campus of Peking University
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 field trips.

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.

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. What do you learn from the EVE trip about marketing to Chinese consumers?

**Grading Scheme:**

Class Participation and Preparation: 40%

Term Paper (Group): 60%

## **Preliminary Course Outline**

### **Day 1 (March 5, 2012)**

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)

Noon-2:00 pm Lunch Break

2:00 pm-3:20 pm:

Marketing Research and Chinese Markets.

Guest Speaker: Yan Xuan, President, The Nielsen Company Greater China and Karthik Rao, Managing Director of Nielsen Greater China,

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 6, 2012)**

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 Markets (Professor Z. John Zhang)

Guest Speaker: Robert Zou, CEO and Founder of Arrail Dental Group, WG'94

Noon-1:00 pm: Lunch Break

1:00 pm: Get on bus to EVE

2:00 pm-6 pm:

Field trip to EVE Fashion Group

Guest Speaker: Xia Hua (Founder and CEO of Eve Fashion Group)

6:30 pm -9:00 pm: Banquet (Chinese style) hosted by Wharton: location to be announced (bus provided by Guanghua)

### **Day 3 (March 7, 2012)**

9:00 am-10:20 am:

**E-business in China** (Professor Rui Wang, Guanghua School of Management)

This session discusses the features of e-commerce in China and why the multinationals cannot beat the local kings.

Readings:

Hafner K. and Stone B., 2006 "EBay Is Expected to Close Its Auction Site in China", *NY TIMES*, December 19, 2006

Barboza, D. and Stone B., 2010 "China, Where U.S. Internet Companies Often Fail" *NY TIMES*, January 15, 2010

10:20 am-10:30 am: Break

10:30 am-Noon:

**Service industry in China** (Professor Rui Wang, Guanghua School of Management)

In this session, we will address some interesting strategies in restaurant and education training industries in China

Readings:

Golden D. 2011, "China's Test Prep Juggernaut", *Business Week*

Noon-2:00 pm Lunch Break

2:00 pm-3:20 pm:

**Understanding Chinese Consumers: An overview of the facts and characteristics of Chinese consumers**  
(Professor Xu Jing, Guanghua School of Management)

In this session, I will demonstrate some historical background and recent development in Chinese market as well as demographic characteristics of today's Chinese consumers.

3:20 pm-3:30 pm: Break

3:30 pm-5:00 pm:

**Understanding Chinese Consumers: A focused analysis of Chinese consumers in relation to Chinese culture and culture change** (Professor Xu Jing, Guanghua School of Management)

In this session, I will discuss the recent trend in consumption behavior in relation to Chinese culture and changes in social and cultural environment. In understanding the needs, values and preferences of Chinese consumers, this session discusses implications for designing effective marketing communications and practical knowledge on how to tailor business offerings to meet the needs of Chinese consumers and brave changes in Chinese business environments.

[Evening: free](#)

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