

The Wharton School
Marketing Department

COURSE OUTLINE

COURSE TITLE:	Marketing in Emerging Economies: Understanding and Marketing to the Chinese Consumers
INSTRUCTOR:	1) Professor Z. John Zhang, Professor of Marketing, Murrel Ades Professor, The Wharton School (zjzhang@wharton.upenn.edu) 2) Professor Xu Jing from Guanghua School of Management, Peking University
TA's:	Michael Chen and Dongye Zhang
DATES:	March 6 – March 9, 2016 Evening Reception and Mixer at 6:30 pm on March 6, 2016, sponsored by Guanghua (location: Guanghua Hotel Dinning Room)
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 consumers, distribution channels, pricing environment, branding, and competitive dynamics so as to enhance their ability to market to the Chinese consumers successfully. The course will consist of a combination of lectures, case studies, presentations by industry experts, and field trips. This year, we will focus on innovations and entrepreneurship in China.

The course will meet over 3 days in Beijing on the beautiful campus of Peking University and it will be taught jointly by Wharton and Guanghua professors. Half a day is allocated to a field trip to Longfor (龙湖地产) with provided transportation. In the evening of March 6 (Sunday at 6:30 pm), Guanghua will host a reception with Chinese food and beverage for all participants from Guanghua and Wharton to mix. On March 8, there will be an evening banquet off campus with authentic Chinese food, beverage, and entertainment. Together, we shall strive to make this class an exciting, fruitful, and unforgettable learning experience for all Guanghua and Wharton participants.

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

1. During your short field trip to a retailing outlet or outlets in Beijing, what differences do you notice, relative to a comparable American retailer(s), about the way in which the Chinese retailer does its in-store marketing (merchandizing, promotions, staffing, etc.)? What might explain those differences?
2. How is ecommerce in China different from that in US? Do Chinese e-tailers market their products differently?

Grading Scheme:

Class Participation and Preparation: 40%

Term Paper (Group): 60%

Tentative Schedule

Day 0 (March 6, 2016)

Sunday, March 6, 6:30 pm-8:00 pm: Reception at the Guanghai Hotel Dinning Room

Day 1 (March 7, 2016)

9:00 am-10:20 am:

China as a different market: Art of Price War from China (Professor Z. John Zhang)

10:20 am-10:30 am: Break

10:30 am-Noon:

Guest Speaker Yan Xuan, President of Nielsen Greater China, "Marketing in China: Red Hot Chinese Social Media - landscape, opportunities, challenges and how to play."

Noon-2:00 pm Lunch Break

2:00 pm-3:20 pm:

"The Fortune at the Top of the Pyramid in Emerging Markets,"

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

3:20 pm-3:30 pm: Break

3:30 pm-5:00 pm:

Guest Speaker Dr. Feng Xi, Group Vice President, Horizon Research & Consultancy Group,

"Innopreneurs in China."

Evening Group Activities: Field Trip to a Retailing Outlet of your group's choice and Report Preparation

Day 2 (March 8, 2016)

7:30 am Get on Bus to Penn Wharton China Center in CBD

8:30 am: OPEN HOUSE AND TOURS AT PENN WHARTON CHINA CENTER

9:00 am-10:20 am:

Guest Speaker Deng Feng WG'05, Founding Managing Director of Northern Light Venture Capital, "Are you a real deal? A venture capitalist's Assessment."

10:20 am-10:30 am: Break

10:30 am-Noon:

Guest Speaker Dr. Gang Yu, Wharton PHD, founder of Yihaodian and New Height Corporation, "Entrepreneurship and eCommerce in China"

Noon-1:30 pm: (free) Box LUNCH AT PWCC

1:30 pm: Get on Bus to Longfor

2:30 pm-5 pm:

Visit at Longfor (龙湖地产)

Guest Speaker: Yajun Wang, Chief Strategist

6:30 pm -9:00 pm: Banquet (Chinese style) hosted by Wharton: [九十九顶毡房](#)
(bus provided by Guanghua)

Day 3 (March 9, 2016)

9:00 am-10:20 am:

Guest Speaker Dr. Su Meng, Founder and CEO of Baifengdian, "E-Commerce and Big Data: Recent Development and Applications in China."

10:20 am-10:30 am: Break

10:30 am-Noon:

Guest Speaker Marvin Mao, WG'12, Founder and CEO of Sharewithyou (尚友) and leleketang, "Marketing to the Young and Restless- How Internet Have Changed China's Education Market?"

Noon-2:00 pm Lunch Break

2:00 pm-3:20 pm:

"Doing Business in China and Chinese Consumers I," (Professor Xu Jing)

3:20 pm-3:30 pm: Break

3:30 pm-5:00 pm:

“Doing Business in China and Chinese Consumers II,” (Professor Xu Jing)

Evening: free