COURSE OUTLINE

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

INSTRUCTOR: 1) Professor Z. John Zhang, Professor of Marketing, Tsai Wan-Tsai Professor, The Wharton School (zjzhang@wharton.upenn.edu)

TA’s: Ms. Ziye An and Ms. Lucille Chen

DATES: March 5 – March 7, 2018
   Evening Reception and Mixer at 6:30 pm on March 4, 2018, sponsored by Guanghua (location: Guanghua Hotel Dinning Room)

LOCATION: Beijing, Campus of Peking University and Penn Wharton China Center

Credit: 0.5 CU’s

Course Overview

The objective of this course is to provide students with a critical understanding of the Chinese consumers, pricing environment, investment markets, and entrepreneurship so as to enhance their ability to market to the Chinese consumers successfully and operate in Chinese business environment comfortably. The course will consist of a combination of lectures, case studies, presentations by industry experts, and field trips. This year, we will focus on marketing, technology boom, and entrepreneurship in China.

The course will meet over 3 days in Beijing on the beautiful campus of Peking University. Half a day is allocated to a field trip to Xiaomi, a well-known technology company, with provided transportation. In the evening of March 4 (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 7, there will be an evening banquet off campus with authentic Chinese food, beverages, and entertainment. Transportation is again provided if you go with the class. 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 stay in China, through the lectures, guest speakers, the field trip, your sightseeing, etc., what do you notice as different in China about market dynamics, consumers, entrepreneurship, and marketing (merchandizing, promotions, etc.), that challenge your existing knowledge in those areas about the West? What might explain those differences?

2. Focus on a particular company or an industry, and discuss the differences and similarities in ways marketing (4 p’s) is done between China and West.

Grading Scheme:

Class Participation and Preparation: 40%

Term Paper (Group): 60%
Tentative Schedule

Day 0 (March 4, 2017)
Sunday, March 4, 6:30 pm-8:00 pm: Reception at the Guanghua Hotel Dinning Room

Day 1 (March 5, 2017)

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 Marvin Mao, WG’11, 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:
Guest Speaker Dr. Su Meng, Founder and CEO of Baifengdian, “Big Data for Marketing: Development and Applications in China”

3:20 pm-3:30 pm: Break

3:30 pm-5:00 pm:
Guest Speaker Ms. Belinda Chen, WG’14, Manager of Fashion and Luxury Goods at JD.com, “JD and 1.4 Billion Chinese Customers”

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

Day 2 (March 6, 2017)

9:00 am-10:20 am:
Guest Speaker: Joe Tian, founder and managing partner of DT Capital Management, WG’98

“Growth Strategies in China”
10:20 am-10:30 am: Break

10:30 am-Noon:

Guest Speaker Deng Feng WG’05, Founding Managing Director of Northern Light Venture Capital,

“Are You a Real Deal as an Entrepreneur? A Venture Capitalist’s Assessment."

Noon-2:00 pm Lunch Break

2:00 pm-3:20 pm: Professor Zhengyu Huang, School of Economics and Management, Tsinghua University,

“Understand 1.4 Billion Consumers in China”

3:20 pm-3:30 pm: Break

3:30 pm-5:00 pm:

Guest Speaker Wei Zhou, a Founder and Founding Managing Partner of China Creation Ventures, WG’07

“Business Opportunities in China: What smart Money is Chasing in China?”

Evening Group Activities (optional): Report Preparation

**Day 3 (March 7, 2017)**

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 Yan Xuan, President of Nielsen Greater China, "Marketing in China: landscape, opportunities, challenges and how to play."

10:20 am-10:30 am: Break

10:30 am-Noon:

Guest Speaker Dr. Gang Yu, Wharton PHD, founder of Yihaodian and New Peak Group,  
“Entrepreneurship and Health Care in China"

Noon-1:30 pm: (free) LUNCH AT PWCC
1:30 pm: Get on Bus to Xiaomi

2:30 pm-4:30 pm:

Visit at Xiaomi: speakers to be determined

5:30 pm - 8:30 pm: Banquet (Chinese style) hosted by Wharton: 九十九顶毡房
(bus provided by Guanghua)