

School of International Education, UIBE

Case study of international corporations marketing
strategies in China
ECON

Syllabus

Instructor: Prof. ZHU Mingxia, Ph.D

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Office: 1212, Boxue

Lecture hours:

Venue: 102, Building 6

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Aims and Objectives of the Course

- Aims

The course aims to focus on the multinational corporations' marketing strategies and operational issues facing multinational corporations in doing business in the Chinese market.

- Objectives

On completion of this course, students will be able to:

- Understand the developments in international marketing;
- Appreciate how China's recent economic and political history has shaped its business environment for foreign firms.
- Apply basic principles to understanding the management of international marketing in the Chinese context.
- Understand how to adopt 4 P's and SWOT strategies to analyse firms.
- Explore the successful strategies the international firms adopt in marketing in China

Course Approach

- Teaching Approach
 - Case study method
 - Class discussion as an important learning channel
 - Cases backed up by applying theoretical framework to China's real situations for structured and disciplined thinking
 - Tutorial
 - Cumulatively building and applying

- Lots of feedback – two ways
 - Me to you – both individual and class level
 - You to me – periodic, anonymous informal questions

- Course materials
 - No Textbook
 - Teaching notes
 - Supplementary articles, internet sources, to be distributed

- Team project
 - Up to 4 students form a team
 - Assignments and term paper by team
 - Term paper (4000 words)

- Basis for grades
 - Class Participation 10%
 - Assignments 20%
 - Team presentation 30%
 - Final exam 40%

Class Policies and Ground-Rules

- Attendance

Attendance at classes is compulsory and is recorded. Where there is a good reason for absence please let the tutor know, in advance if possible. Failure to meet the

work requirements may lead to exclusion from the course. More than two absences could result in grade reduction or failing the class

- Promptness
 - We are going to start on time; persistent or serious lateness will be frowned upon
 - Conversely, I will not keep you beyond the end of class

- Academic Integrity
 - You are expected to prepare your own team work
 - Plagiarism or cheating in any form will result in failure in the course

Course Schedule

Lecture	Topic
1	Introduction to China In context of “marketing in China – A Global Perspective”
2	Starbucks management strategies in China
3	The expansion of McDonald’s in China
4	A Case Study of KFC and other Fast food Chains
5	Successful story of IKEAN in China
6	General Motors in China
7	L’Oréal Group
8	Market entry for David Lloyd in China
9	Field placement
10	Danone Group
11	A Success Story in Retailing: Carrefour
12	The Expansion of Snow Beer in China
13	Presentation and Final Exam

Course Outline

1. Introduction to China In context of “Doing Business in China – A Global Perspective”

- Introduction
- Globalisation & ‘The Flat World’
- Conclusion

2. Starbucks management strategies in China

- Introduction: history of Starbucks
- Starbucks conquers the Chinese market
- Market Strategy

3. The expansion of McDonald’s in China

- History of McDonald’s China
- McDonald’s expansion strategy: The success of franchising
- Marketing Strategies
- Evolutions of Unions

4. A Case Study of KFC and other Fast food Chains

- Strategic theories
- Modes of Entry
- Motives for market entry
- Market Development of fast food industry
- Kentucky Fried Chicken (KFC)

5. Success story of Ikea in China

- History of Ikea’s development
- SWOT analysis
- External factors
- Marketing strategy
- Marketing Mix

6. General Motors in China

- Political analysis
- Legal analysis
- Economic analysis
- Recommendations and investment plan

7. L'Oréal Group

- China, a whole new cosmetics Market
- Adapting to the Chinese market
- Main pros and cons of selling in China

8. Market entry for David Lloyd in China

- Whitbread Group PLC
- David Lloyd
- The interest of picking China as a target market
- Market entry strategy
- Porter Generic Strategies
- Marketing Mix

9. Danone Group

- History of the Danone Group
- First entry in the Chinese market
- Advantage of local knowledge
- Decision to change dairy strategy
- Danone's overall branding strategy
- Danone's overall strategy in China

10. A Success Story in Retailing: Carrefour

- **History: Carrefour's history in China**
- **Key factors for success**
- **Challenges and Futures plans**

11. The Expansion of Snow Beer in China

- The Chinese Beer Market
- CR Snow and its Brands
- How SABMiller entered the Chinese Market
- Expansion Strategy

Instructor CV



Working unit: University of International Business and Economics (UIBE), Beijing

Professional Title:

Professor in marketing, franchising, international marketing, international trade practice

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Education:

Doctor of Business Administration : Northumbria University, Newcastle Business School,
UK .April 2008

Master of Economics: University of International Business and Economics, Beijing,
China,1988

Bachelor of Business English: University of International Business and Economics, Beijing,
China,1979

Visiting scholar: Seton Hall University, USA (1985)

University of South Carolina, USA (1991)

University of Technology Sydney, Australia (1997)

Visiting professor: University of Technology Sydney, Australia (1998-2000)

Canada Royal College (Now)