



## MARKETING IN CHINA

### COURSE INSTRUCTION:

This course will present in a systematic way a framework of Marketing Management, and examine methods and approaches in product and brand marketing and planning.

The course will emphasize the systematic and scientific nature of marketing management, and the importance of innovation and attention to details.

The course will cover a number of cases that relate to Chinese companies and go through their success and failure experience in the marketing practices in China. It will also investigate the problems that need to be paid attention to and the reasons behind them in a context of social, economic and cultural traditions and status quo.

### OBJECTIVES:

- 1) 梳理营销管理的主要概念和整个理论体系，清晰营销战略和战略组合的关系。
- 2) 通过案例分析来运用营销概念和理论：例如营销中一直强调的“以客户为导向”“把握客户的需求”等观点的深刻含义，如何系统利用一些工具来分析客户的需求。改善客户服务等，介绍一些行业领先企业在这方面的实践。
- 3) 了解目前国内营销管理实践中存在的问题和产生的根本原因。

### METHOD:

- 1) 本营销管理课程采用教师授课和课堂讨论结合的形式，由于时间所限，以教师教授为主。
- 2) 我们的课程内容和案例讨论的目的不是为了找到所谓的“招”，而是了解怎样系统和科学地去分析问题，包括分析的路径和找出影响因素。
- 3) 每位学员的背景不同，有的专业于营销和销售，而有的对它了解甚少，我们在课堂上



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要兼顾每位学员的背景，深浅结合，希望背景强的学员能参与和领导讨论。

**PROFESSOR:**

**Dr. Lee Zhang**

Professor of Marketing, Associate Dean of National School of Development, Peking University, Dean of BiMBA.

Dr. Zhang holds a Ph.D. in Retailing and International Business from The Ohio State University and a M.S. in Commodity Sciences from Renmin University of China. He got his B.S. in Textiles Science from Tianjin Polytechnic University in 1989. Dr. Zhang's main research interests include Distribution Channel, Consumer Behavior, and E-Commerce. His publications appear in a number of renowned journals, such as Journal of Marketing Science, Business Study, Management Sciences, Journal of Consumer Marketing, etc.