The industrial revolution has leaped over Asia, especially China, leaving them far behind the West. Presently, the Asian countries have jumped and are still jumping straight into the modern industry. In the past few years we have seen these Asian countries take their place in the global economy. They have created formidable trade groups such as the ASEAN and SAFTA trade agreements. These trade groups represent around half the global population.

When we discuss Asia, we must remember that its not a homogeneous group. The course
will focus on the rise of Asian models of trade focusing mainly on China. In the course the students will learn more on the inner works of the Asian business culture and its effect on the global economy. The students will be expected to discuss the “China” implication on the future global business arena.

Course Goals

The course aims to furnish students with the knowledge and theory on the various aspects of Marketing in Asia with a focus on China. The students will learn how to implement and modify existing “Western” strategies to “Eastern” mentality and its implementation to the real world. In the course the student will learn to analyze and understand the various aspects that affect the decision making process of the Asian consumer. At the end of the course the student will be expected to be able to analyze and implement various strategies in the various Asian markets.

Marketing in China is an advanced marketing course intended to assist marketing professionals to track and understand the Asian markets in general and China in particular. The course offers a broad theoretical basis in addition to real life implementation.

Grading

100% Exam

80% attendance

Learning Outcomes

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Lecturer Office Hours
Upon request via Zoom

Tutor Office Hours
Via Zoom - upon request

Teaching Assistant
Via Zoom - upon request

Additional Notes
Non

Reading List

Books

Compulsory Reading


Additional Reading


**Articles**

Hwang B Dennis, Patricia L Golemon, Yan Chen, Teng-Shih Wang, and Wen-Shai Hung (2009), *“Guanxi and Business Ethics in Confucian Society Today: An Empirical Case Study in Taiwan”*, Journal of Business Ethics, 89:235-250


Kraus Sascha, Cristine Mittler, and Florian Siens (2008), *“Doing Business in China: A German Perspective on Joint Business Ventures”*, International Journal of


