COURSE DETAIL

MARKETING IN CHINA
Country China
Host Institution Peking University, Beijing
Program(s) Peking University
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Business Administration
UCEAP Course Number 170
UCEAP Course Suffix
UCEAP Official Title MARKETING IN CHINA
UCEAP Transcript Title MARKETING IN CHINA
UCEAP Quarter Units 3.00
UCEAP Semester Units 2.00

Course Description

This course is designed to help students to gain a deep understanding of Chinese consumers and Chinese market and expose students to the business innovations and marketing practices in this market. This course will discuss the characteristics of Chinese consumers and the evolution of demand, the growth of Chinese brands, the business innovations powered by internet and important marketing strategies leveraging social media and mobile technology. The course will also cover cases of international brands in China and analyze the underlying reasons for their success or failure in this market. You will learn the strategies that marketers can use to operate successfully in today's dynamic environment.

Language(s) of Instruction
English

Host Institution Course Number
E2800170

Host Institution Course Title
MARKETING IN CHINA

Host Institution Course Details

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department
School of Management

Course Last Reviewed
2023-2024

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