

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 Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

School of Management

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