**Shanghai Normal University**

**School of Finance and Business**

**Chinese Business Program**

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**Course title**: Marketing in China

**Credit hours**: 3 credits, 36 hours

**Semester**: Fall 2013

**Contact Information of Teachers** (教师联系信息)

**Instructor 1:** Laura WU

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**Instructor 2:**

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**Course description**: （课程简介）

To provide students with an understanding of China as an emerging economic power in the global market, the course describes the history, current situation, and the trend of foreign trade and investment in China. The problems with and solution to the trade-oriented Chinese economy, and opportunities and challenges of investing in auto and logistics sectors etc. in China will be studied specifically. Meanwhile, the outbound investment of some representative Chinese enterprises will also be analyzed as cases study. An international comparison of economic growth patern will be conducted at the end of the course.

**Assignments Request**（作业要求）:

1．Assigned homework after the course should be handed in written.

2．Assigned reading materials of case study and related regulars.

**Grade Components:**

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| Attendence | 10% |
| Assignments | 20% |
| Final Exams | 70% |
| Total  | 100% |

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| **Weeks** | **Topics**  | **Content** | **Assignments or Requried readings** |
| Week 1 | **General introduction of China-EU business ties---** **Bilateral trade** | 1. Top ten trading partners of China2. trade volume3. major exports 4.major imports5 relative importance to each other  | handouts |
| Week 2 | **General introduction of China-EU business ties****---** **Mutual investment** | 1. FDI inflow to China

---European business in China1. FDI outflow from China

--- Chinese business in Europe | handouts |
| Week 3 | **Challenges of trading with and investing in China**I | 1.Imbalanced trade---transfer trade with Hong Kong (e.g. French Wine)---Processing trade (Foxconn story)2.The changing vision---From foreign market to domestic market---Redirection of FDI | handouts |
| Week 4 | **Challenges of trading with and investing in China**II | Dumping and anti-dumping--- key criteria--- Case Study : Footwear | handouts |
| Week 5 | **Challenges of trading with and investing in China**III | Trade barriers---CE (Conformite Europeanne) ---CR (Children Resistance)---[RoHS](file:///D%3A%5C00%E8%AF%BE%E4%BB%B611-3-12%5Ca%E5%90%84%E8%AF%BE%E7%A8%8B%5Cg%20%E4%B8%AD%E6%B3%95%E7%BB%8F%E8%B4%B8%E5%85%B3%E7%B3%BB%5C%E6%B3%95%E5%9B%BD%E4%B8%8A%E8%AF%BE%5CChina-France%20relations2%5C%E5%8F%82%E8%80%83%E8%B5%84%E6%96%99%5CRelations%5CBilateraltrade%5Ctrade%20barrier.pdf) (The Restriction of the use of certain Hazardous substances in Electrical and Electronic Equipment )---REACH (Registration, Evaluation and Authorization of Chemicals) | handouts |
| Week 6 | **Challenges of trading with and investing in China** | IPR issues in China---disputes between Wahaha and Danone---IPR related regulations in China---Tips for IPR protection in China | handouts |
| Week 7 | Group discussion |  |  |
| Week 8 | **Opportunities of trading with and investing in China**I | Auto industry | handouts |
| Week 9 | **Opportunities of trading with and investing in China**II | logistics | handouts |
| Week 10 | **Opportunities of trading with and investing in China**III | Luxury products | handouts |
| Week 10 | **Opportunities of trading with and investing in China**IV | Food and beverage | handouts |
| Week 11 | Group discussion |  |  |
| Week 12 | International comparison of economic growth pattern I | China and South Korea |  |
| Week 13 | International comparison of economic growth pattern II | China and India |  |
| Week 14 | Group discussion |  |  |
| Week 15 | Exam |  |  |

The schedule is tentative and it is subject to minor changes