Module title
Markets in China

Abbreviation
04-CBE5-162-m01

Module coordinator
holder of the Chair of China Business and Economics

Module offered by
Institute of East and South Asian Cultural Studies

ECTS
5

Method of grading
numerical grade

Only after succ. compl. of module(s)
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Duration
2 semester

Module level
graduate

Other prerequisites
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Contents
One of the many challenges that foreign businesses face with regard to the Chinese market is to understand the Chinese consumer and develop successful marketing strategies for their products. Therefore this module explores relevant aspects of consumer research, marketing and advertising with regard to China. While grasping the theoretical and empirical research done by others, students jointly develop a project in which they can apply their insight to a specific case. The case topic changes from year to year and is defined after consultation with the students.

Intended learning outcomes
Students understand the differences between markets and related marketing challenges. They apply this understanding to a practical case that they collectively analyze within a realistic project. The project work is managed by the students themselves with only supportive guidance by the lecturer. Thereby student experience the hurdles of group work and project work. They learn to organize a project within a specific timeframe and to solve related conflicts.

Courses (type, number of weekly contact hours, language — if other than German)

V (4)
Module taught in: English and Chinese

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)
a) written examination (approx. 60 minutes) or b) oral examination of one candidate each (approx. 15 minutes)
Language of assessment: English and Chinese
creditable for bonus

Allocation of places
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Additional information
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) China Business and Economics (2016)
Master's degree (1 major) China Language and Economy (2016)
Master's degree (1 major) China Business and Economics (2019)
Master's degree (1 major) China Language and Economy (2019)