



LSE-PKU Summer School 2018

LPS-MG301 | Consumer Revolution: Internet Marketing and new Business Models in China

Instructor

Dr Rui Wang is currently Assistant Professor of Marketing at Guanghua School of Management at Peking University. She obtained her Ph.D. in marketing from Pennsylvania State University, USA.

Dr Wang's research interests are mainly in strategic marketing areas such as B2B marketing, marketing leadership, social networks, and interfirm relationships. Her research papers have appeared in the leading international journals, such as Strategic Management Journal, Journal of Business-to-Business Marketing, and Chief Marketing Officer Journal.

Course Description and Goals

The objective of this course is to provide students with a critical understanding of the Chinese internet market, online consumers, e-commerce and other internet marketing strategies as well as new business models in China.

Internet marketing is the key drivers of success for many of today's leading companies. Internet marketing represents a powerful alternative to the dominant marketing approaches of the last few decades and is an important perspective for business leaders to embrace. This course will focus on developing new ways and models of marketing in the era of internet and big data. The course provides many opportunities to apply these new ways of thinking through class exercises and a course project, where you will develop creative concepts for an assigned topic.

Prerequisites

There are no prerequisites for this course.

Exams and Grading Policies

Students will be required to write a 1,500 words essay by the end of the course on a topic relevant to Chinese consumers and market. Also, there will be a closed book final examination with 3-4 essay style questions. The essay and the final exam will each account for 50% of the final grade.

Preliminary Course Outline

1. Introduction & understanding China's internet market 2. Understanding Online people in China

3. E-commerce ecosystem in China
4. Social marketing & Wechat business in China
5. Video marketing and entertainment in China
6. Content marketing in China
7. Mobile marketing in China
8. Big data and industrial internet in China
9. Double 11 shopping festival & Online Promotion
10. E-commerce in rural area