

取势 明道 优术

Advanced Marketing Practices in China

MBA Program

Cheung Kong Graduate School of Business



Beijing Campus

3F, Tower E3, Oriental Plaza, 1 East Chang An Avenue
Beijing 100738, China
Tel: +86-10-85188858
Fax: +86-10-85186800

CKGSB North America Office

111 West 57th Street, Suite 418
New York, NY 10019, U.S.A.
Tel: +1-212-782-3998
Fax: +1-212-782-3998

Shanghai Campus

Building No. 2, 2419 Hong Qiao Road
Shanghai 200335, China
Tel: +86-21-62696677
Fax: +86-21-62696255

CKGSB Europe Office

DIFC Global
11-12 St. James's Square
London SW1Y-4LB, U.K.
Tel: +44-20-7104-2380

Shenzhen Campus

East Pacific International Center, Tower A, 31/F
7888 Shennan Road, Futian District
Shenzhen 518040, China
Tel: +86-755-82835188
Fax: +86-755-23946732

CKGSB Hong Kong Office

Citibank Tower, 32/F, Suite 3203
3 Garden Road, Central, Hong Kong
Tel: +852-3698-0981
Fax: +852-3698-0985

Guangzhou Office

Rm 2506, R&F Centre 10 Hua Xia Road, Zhujiang New Town
Guangzhou 510623, China
Tel: +86-20-28852588
Fax: +86-20-28852582

Application Procedure

Participation is by invitation only with a limited number of seats for open enrollment.

Application forms should be sent to mbaaca@ckgsb.edu.cn before Oct. 18(Thursday),2012



Overview

This marketing lecture series provides students with the opportunity to practice problem formulation, develop problem solving and communication skills and to enhance their understanding of institutional knowledge of emerging industries in China and abroad. This lecture series can be summarized in the following value road map to the students with the advanced marketing practices covered.

Value Road Map

Better understanding consumer and firm behavior
in China



Advanced market or consumer analysis

Customer value and profit optimization
Customer long-term value analysis
Content analysis
Path analysis in Internet marketing
Applications of game theory in channel management
Use of advanced statistical models in marketing
for prediction and inference



Improve firms' strategic decisions

Internet marketing – PROF. SHIBO LI
Search advertising – PROF. CHUAN HE
Optimal pricing and marketing strategies – PROF. WENXUAN DING
Managing long-term customer value – PROF. BING JING
Multi-channel management – PROF. YING XIAO
Customer segmentation and competitive responses – PROF. YANG LI



Course Info

- When: November 2012
- Where: Beijing Campus
- Tuition: Free
- Seats: 20 on a first come first serve basis

Objectives

- Develop institutional knowledge on emerging industries
- Understand the economic foundations behind innovative marketing tools
- Learn to formulate complex business problems
- Integrate data mining and analytical decision making tools to support marketing decisions

Course Targets

- CKGSB current students and alumni from all programs

Method

- Real marketing cases related to China

Certificate

- To have the best learning experience, you are recommended to participate in all the sessions. Those who successfully complete the entire lecture series will receive a certificate. Auditing single class is also acceptable.



COURSE DESIGN

Topic 1: Path Analysis in Internet Marketing

NOV. 3, 2012

This lecture will first show the importance of consumer navigation path online and the enormous new information revealed about consumer shopping goals, preferences, browsing and purchase patterns from the clickstream data. A contrast between path data and traditional scanner panel data will be deeply discussed. We will introduce Markov chain models to capture consumers' online navigation path and predict their shopping goals, web page visits, shopping cart abandonment, attrition and purchase conversion.



PROF. SHIBO LI

Ph.D., Carnegie Mellon University
Visiting Associate Professor of Marketing at CKGSB
Associate Professor of Marketing at the Kelley School of Business,
Indiana University. His research fields include consumer dynamics,
Internet marketing, interactive marketing, signaling models.
Email: shiboli@ckgsb.edu.cn

Topic 2: Search Advertising: Theories and Practices

NOV. 3, 2012

If you are one of the millions of online shoppers who use a search engine to find a desired item, the chances are that you have seen paid-placement advertisements. Under paid placement, advertisers are selected through keyword auctions to have their products appear prominently from the results of a keyword search. The rapid growth of paid-placement advertising has made it one of the most important institutions of the internet, and has led to enormous commercial success for search engines. First advanced by Google, search advertising has been adopted by major Chinese search engines such as Baidu and Sohu. We will examine the economic forces of search advertising and discuss whether Baidu and Sohu can copy Google's success.



PROF. CHUAN HE

Ph.D., Washington University in St. Louis
Visiting Associate Professor of Marketing at CKGSB
Associate Professor of Marketing at the Leeds School of Business of
University of Colorado at Boulder. His research includes advertising,
search, pricing strategies, channel contracts, Internet marketing.
Email: che@ckgsb.edu.cn

Topic 3: Realizing Win-Win Product and Service Strategies for Maximizing Both Customer Value and Firm's Profitability

NOV. 10, 2012

Everyone is a customer of many products or services no matter if the customer is an entrepreneur, businessman, manager, or part of general public. Firms are naturally interested in maximizing their own profitability first. But a great and successful company will also consider maximizing customers' value as one of its main goals. In today's competitive markets, simultaneously achieving the goal of maximizing both customer value and firm's profitability is not an easy task. In this lecture, I will share you a cutting-edge theory and method which I develop to realize win-win pricing and marketing strategies using examples from two hot markets – the subprime mortgage market and the mobileInternet commerce.



PROF. WENXUAN DING

Ph.D., Carnegie Mellon University
Research Fellow at CKGSB. Her fields of specialization and research include risk and predictive analytics, cloud computing and services for mobile commerce and social platforms, advanced decision making, creative and knowledge economics.
Email: wxding@ckgsb.edu.cn

Topic 4: Scoring models and long-term customer value

Nov. 17, 2012

A scoring model is a model that predicts the likelihood of some future behavior based on information available for a (prospective) customer. We will examine several frequently used scoring models for managing long-term customer value. We will also illustrate the application of scoring models in industries such as catalog marketing, insurance, banking and magazine subscription.



PROF. BING JING

Ph.D., University of Rochester
Associate Professor of Marketing at CKGSB. His research includes product customization, product line design and pricing, price promotions, consumer learning, word of mouth.
Email: bjing@ckgsb.edu.cn

Topic 5: From Bricks to Clicks – Opportunities and Challenges in Multi-channel Marketing

NOV. 17, 2012

Despite the radical predictions of the late twentieth century that e-commerce will replace virtually all "brick and mortar" stores, marketers now realize that the physical stores are not disappearing in the foreseeable future. Instead, firms such as Apple, Walmart and Suning have adopted multi-channel marketing to defend their market shares. In this lecture we will discuss how firms can design optimal channel portfolio to create synergies and gain sustainable competitive advantages via multi-channel strategy.



PROF. YING XIAO

Ph.D., University of Illinois at Urbana-Champaign
Visiting Assistant Professor of Marketing at CKGSB. Her fields of specialization include distribution channels, retailing, pricing, product strategy, game theory
Email: xiaoying@ckgsb.edu.cn

Topic 6: Marketing related statistical models and applications

Nov. 21, 2012

A career in marketing management is likely to involve decision making based on data. In today's revolution of computer and information technology there is an abundance of readily available information to be exploited as an indispensable part of marketing practice. It is important to be able to recognize, organize and use data intelligently and correctly. The main focus of this course is to provide an understanding of the basic statistical modeling tools that are useful, or necessary, in making marketing related decisions. Statistical inference will allow one to make generalizations based on sample data, and to answer questions such as how sensitive consumers are to price change, how the equity of a brand vary over time, and what to do when competitors are cutting their prices.



PROF. YANG LI

Ph.D., Columbia University
Assistant Professor of Marketing at CKGSB. His fields of specialization include pricing, retailing, market structure, consumer choice models, social networks.
Email: yangli@ckgsb.edu.cn