

# CET Syllabus of Record



**Program:** CET Shanghai

**Course Code / Title:** (SH/ECON 335) The Chinese Consumer: Remaking the World Economy

**Recommended Credits:** 3

**Total Hours:** 45

**Primary Discipline / Suggested Cross Listings:** Economics / International Relations, East Asian Studies, Anthropology, Marketing, Sociology

**Language of Instruction:** English

**Prerequisites/Requirements:** Prior Economics coursework recommended but not required

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## Description

The increasing economic power of 1.4 billion Chinese consumers, combined with that of 1.2 billion Indians and the third of the world living in middle-income countries, is remaking the patterns of world consumption and national economies. This multidisciplinary course examines the role of the consumer and consumption in the context of the rise of new economies, with close attention to China and other emerging countries. It analyzes diverse aspects of how Chinese consumption is impacting the global economy and will continue to in the coming decades. Class materials reflect multiple perspectives including cultural studies, ethnography, and marketing psychology. Themes shaping the course include the role of nationalism, little emperors, how ethics shape consumption, regional integration, copycat China, and the influence of consumer tribes.

## Objectives

At the end of this course students will be able to:

- evaluate the emergence of new consumer societies in China and other developing countries and their effect on the world economy;
- analyze Chinese consumer culture and behavior from historical, economic, and socio-cultural perspectives;
- understand the role of Chinese consumers in the nation's economic growth; and
- demonstrate critical thinking, analysis, and research skills concerning consumer culture and behavior.

## Course Requirements

Students must attend weekly course meetings and complete assigned readings before attending class. Readings average 50-80 pages per week. Students are expected to participate actively in all class discussions. The class will have at least one field study or site visit class related to consumption in the Shanghai context.

Students are required to take two quizzes that cover in-class content and the readings; these quizzes are scheduled at the start of weeks 4 and 12 respectively. In week 8, students take a 1.5-hour midterm exam. The exam may include multiple choice and essay questions, a case analysis, and field-research related questions.

Students also complete a final group project that is based on field research and includes a class presentation and accompanying research paper. The assignment gives students first-hand insight

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into the world's largest consumer community with an emphasis on comparative academic rigor. Group size is two to three students. The presentations are twenty minutes in length and group papers are approximately 3,000 words in length. Presentations are graded on quality of the research, presentation skills, and soundness of analysis. Papers are similarly graded, further requirements being proper referencing and the choice of scholarly sources.

### Grading

The final grade is determined as follows:

In-class discussion:	20%
Quizzes:	20% (2 at 10% each)
Field research paper:	15%
Field research presentation:	15%
Midterm exam:	30%

### Readings

- Gerth, Karl. *As China Goes, So Goes the World: How Chinese Consumers Are Transforming Everything*. New York: Hill & Wang, 2010.
- Doctoroff, Tom. *What Chinese Want: Culture, Communism, and China's Modern Consumer*. New York: St. Martin's Press, 2013.
- Solomon, Michael G. *Consumer Behavior: Buying, Having, and Being*, Pearson Global Edition, 2017.
- Gerth, Karl *China Made: Consumer Culture and the Creation of the Nation*. Cambridge, MA: Harvard University Press, 2004.
- Kotler, Philip, Keller, Kevin Lane, and Lu, Taihong. *Marketing Management in China*. New York: Pearson Education, 2008.
- Prange, Christiane. *Market Entry in China: Case Studies on Strategy, Marketing, and Branding*. New York: Springer, 2016.
- Davis, Deborah, ed. *The Consumer Revolution in Urban China*. Berkeley: University of California Press, 2000.
- Ferraro, Gary. *The Cultural Dimension of International Business*. Pearson Prentice Hall, 2006.
- Arnould, E. J. and C. J. Thompson. "Consumer Culture Theory (CCT): Twenty Years of Research." *Journal of Consumer Research* 31.4 (2005): 868–82.
- Firat, A. F. and A. Venkatesh. "Liberatory Postmodernism and the Reenchantment of Consumption." *Journal of Consumer Research* 22.3 (1995): 239–67.
- Kozinets, Robert V. "Can Consumers Escape the Market? Emancipatory Illuminations from Burning Man." *Journal of Consumer Research* 29.1 (2002): 20–38.
- Kozinets, Robert V., B. Cova, and A. Shankar, eds. *Consumer Tribes: Theory, Practice, and Prospects*. London: Elsevier/Butterworth-Heinemann, 2007.
- Ishii, Kenichi. "Nationalistic Sentiments of Chinese Consumers: The Effects and Determinants of Animosity and Consumer Ethnocentrism," *Journal of International Consumer Marketing* 21.4 (2009): 299-308.
- Zhou, Nan and Russell W. Belk. "Chinese Consumer Readings of Global and Local Advertising Appeals." *Journal of Advertising* 33.3 (2004): 63-76.
- Chung et al. "Chinese 'Little Emperors,' Cultural Values and Preferred Communication Sources for University Choice. *Young Consumers: Insight and Ideas for Responsible Marketers* 10.2 (2009): 120-32.

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Leggett, Angela. "Bringing Green Food to the Chinese Table: How Civil Society Actors Are Changing Consumer Culture in China." *Journal of Consumer Culture* (2017). DOI: 10.1177/1469540517729009.

Hennessey, William. "Deconstructing *Shanzhai* - China's Copycat Counterculture: Catch Me If You Can." *Campbell Law Review* 34.3 (2012): 609-60.

Benn, J.A. *Tea in China: A Religious and Cultural History*. Honolulu: University of Hawaii Press, 2015.

Lewis, M.E. *China's Cosmopolitan Empire: The Tang Dynasty*. Cambridge, MA: Harvard University Press, 2009.

### Outline of Course Content

Topic 1: Introduction: The Re-enchantment of Consumption in China

Topic 2: Consumer Culture Theories: Opportunities and Challenges in Chinese Consumer Research

Topic 3: Emergence of New Consumer Societies

Topic 4: Revival of Chinese Traditions through Consumption

Topic 5: Reform, Western Products, and Chinese Nationalism

Topic 6: Copycat China: Roots, Mechanisms, and Recommendations

Topic 7: Little Emperors and Their Realms

Topic 8: The Chinese Concept of Green and Ethical Consumption

Topic 9: Consumer Tribes and the Chinese Government

Topic 10: Chinese Consumers and the Future of Globalization