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How To Effectively Tell Chinese Stories in Bilingual Teaching

-- A Case Study-based Teaching Reform In "Marketing Management"

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Abstract: Bilingual marketing courses face the challenge of prioritizing internationalization over localization, hindering the showcasing of China's unique stories. This study explores the integration of localized digital marketing cases into teaching practices, aiming to enhance students' understanding of local marketing theories. Course objectives focus on knowledge cultivation, skill development, and character building. Through multimedia presentations, group discussions, and practical experiences, students use English as a tool in marketing scenarios. The course methodology emphasizes hands-on research, group discussions, and project-driven investigations to enhance problem-solving skills and communication abilities. By fostering collaboration and deepening students' understanding of local marketing practices, this approach equips them with the necessary skills to navigate real-world marketing environments effectively.

Keywords: Case Study; Bilingual Teaching; Marketing Management.

1. Introduction

An important challenge facing bilingual marketing courses today is the excessive emphasis on internationalization at the expense of localization, resulting in a failure to effectively showcase China's unique stories. In recent years, we have witnessed Chinese companies pioneering distinctive approaches in digital marketing, including traditional Chinese marketing styles, mobile payment systems, social media strategies, and collaborative marketing initiatives. Despite the abundance of successful digital marketing cases in China, these cases have not been adequately integrated into bilingual marketing courses at universities.

High-quality marketing cases play a crucial role in illustrating marketing decision-making contexts [1]. Currently, bilingual textbooks predominantly feature foreign marketing cases. However, as the marketing landscape and consumer behavior are influenced by various localized factors, students lack familiarity with foreign marketing environments, hampering the effectiveness of foreign cases in meeting the requirements of domestic case studies. The primary focus of bilingual teaching reform in "Marketing Management" lies in equipping students with a comprehensive understanding of local marketing theories, incorporating case studies into undergraduate teaching, fostering a deeper appreciation of local brands, and cultivating students' curiosity in cases. Ultimately, these efforts aim to enhance students' ability to seamlessly blend marketing theory with practical application.

2. Course Objectives

Firstly, in terms of knowledge cultivation, we not only provide students with classic marketing planning knowledge but also stay updated with the latest advancements in the field. This includes digital marketing concepts such as freemium models, traffic operations, and fan economy; utilization of big data analysis tools for user profiling, advertising tag analysis, online text sentiment analysis, and emotion analysis; exploration of new media marketing strategies like public domain marketing, private domain marketing, short video marketing, live streaming marketing, and AR/VR marketing; introduction to cutting-edge consumer psychology theories like immersion theory, elaboration likelihood model, technology acceptance model, brand personification, and customer experience; and examination of domestic and international social media marketing channels such as TikTok, Twitter, Facebook, Weibo, Douyin, and Bilibili.

Secondly, in terms of skill development, we focus on industry practicalities by incorporating guest lectures from entrepreneurs, real-life case analyses, and participation in brand strategy competitions to enhance students' practical application abilities.

Thirdly, with regard to character building, our course emphasizes the integration of content and case studies with ideological and moral education. We introduce China's dual-carbon policy and corporate green innovation in the context of green marketing, emphasize corporate social responsibility in public relations strategies, instill business ethics and entrepreneurial morals in word-of-mouth publicity, incorporate personal mental health knowledge and interpersonal communication skills in addressing customer complaints, and showcase national brand promotion examples in international campaigns, including China's high-speed rail projects, infrastructure developments, aerospace advancements, afforestation initiatives, and poverty alleviation programs. The harmonization of ideological education and marketing content serves to elevate students' moral values comprehensively.

3. Case Studies in Teaching

3.1. Ethical and Ideological Cases

To begin with, integrating ideological and moral education into the course content involves discussing concepts such as green marketing, corporate social responsibility, and entrepreneurial ethics, along with essential knowledge on personal mental health and interpersonal communication

skills. Additionally, incorporating ideological and moral examples into case studies is crucial. These may include national brand promotion instances such as China's high-speed rail projects, infrastructure developments, aerospace advancements, afforestation initiatives, and poverty alleviation programs. Furthermore, negative examples of client attrition, like discriminatory cases towards China such as IKEA's problematic cabinets and Canada Goose's dual standard return policy, and positive examples of corporate social responsibility, such as Sinopec and Gree collaborating to produce masks, and Louis Vuitton contributing to the production of disinfectants for French hospitals.

3.2. Marketing Strategy Cases

In this course, the marketing management theory is constantly evolving to align with practical advancements. The latest and most successful local cases are utilized to illustrate cutting-edge marketing strategies. Examples include traditional Chinese style marketing at the Gu Palace, co-branding strategies of Luckin, community marketing by Xiaomi, live-streaming e-commerce on Douyin, public relations campaigns on Weibo, word-of-mouth marketing on Xiaohongshu, and native advertisements on WeChat Moments.

3.3. Data Analysis Cases

Moreover, this course consistently updates marketing methods. Within the market research chapter, various contemporary research methods and information sources are introduced through case studies, such as user profiling techniques, sentiment analysis, text analysis, and public opinion analysis. Similarly, the customer relationship management chapter provides case study data to facilitate learning about decision trees, neural networks, and other marketing data analysis and decision-making approaches.

4. Case Studies in Assessment

The course "Marketing Management" is offered in the first semester of the third year for Marketing majors and in the second semester of the second year for non-Marketing majors. After 1 to 2 years of university life, students have not yet established a framework of thinking for their majors, and the study habits formed during high school are rapidly diminishing. Some students lack clear learning goals and are not proactive in their studies. In order to transform the passive attitude of students in class, enhance the appeal of the classroom, and boost student engagement, it is essential to incorporate case analysis into student assessments.

The first step involves teaching the fundamental tools of marketing case analysis. The focus is on explaining the significance of studying local brand cases and outlining the approach to conducting such studies. The teaching material is grounded in marketing theories utilized in case studies, with emphasis on value chain theory, customer value transfer, and an introduction to essential theories like PEST and SWOT analysis tools, as well as STP strategies.

In the second step, students are introduced to the specific content of marketing strategy theories that form the basis of case studies such as 4P, 4C, and 4V. Case studies of renowned Chinese companies like Luckin Coffee, HEYTEA, Mengniu Dairy, Yili Group, and HEMA Fresh are selected for instruction, alongside cases from the Baiyou Case Library. Students are guided through the fundamental logical thinking process of case analysis, conducting data investigations, and crafting case analysis reports to ensure a comprehensive understanding of the analytical process and its requisites. Students are encouraged to compare their research findings with the case companies and marketing theories, and are expected to present their research outcomes and case analysis results within their respective groups.

In the final step, students are divided into project groups and supervised in conducting on-site investigations. The aim is to deepen their comprehension of local brands and unearth intriguing marketing insights. Following collaborative discussions with instructors to identify marketing issues for examination, students embark on their research endeavors. The primary objective is for students to uncover distinct Chinese marketing narratives stemming from the country's unique social and cultural milieu, thereby fostering a holistic understanding of fundamental local marketing theories. By intertwining core marketing principles, processes, techniques, and methodologies with domestic enterprise marketing practices, students are encouraged to reflect the latest findings in marketing case analysis. Subsequently, group performance in case study analysis and PPT presentations is evaluated, with individual contributions also taken into account. This approach serves as the basis for final assessments.

5. Conclusion

This course is conducted in a bilingual format, and throughout the teaching process, we employ a variety of bilingual teaching methods including multimedia presentations, group discussions, and company visits to effectively integrate theory with practice. This has not only sparked students' interest in learning but also encouraged them to use English as a tool rather than just a learning target within marketing scenarios. Students are given the autonomy to form groups, select research topics, design survey questionnaires, and conduct market research in their free time to analyze local business cases. Continuous interaction between teachers and students involves honing in on key themes, establishing decision points, engaging in discussions, and even debates, all of which effectively enhance problem-solving skills and communication abilities. Encouraging students to partake in group discussions fosters collaborative learning, enabling them to engage in dialogue, cooperation, and knowledge-sharing activities, thereby cultivating a habit of collaboration and collaboration in the process of learning and sharing experiences with others.

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