China’s economic miracle over the past decades has astounded the world. Over the past 20 years, China has experienced the greatest economic boom in history and has surpassed Japan as the world’s 2nd largest economy. China presents the most exciting business opportunities and the biggest economic challenges in the 21st century.

China has been America’s fastest growing export market and is the only market to have averaged 15% growth/year. This “new” market of 1.3 billion people—coupled with the meteoric rise of China’s new middle class—holds enormous potential for America’s manufacturers and service providers. But, the dynamics are unlike anything marketers have ever seen before, and it presents challenges as serious as its market is large.

This course will provide insights and strategies in marketing to China. It will examine emerging issues and trends such as urbanization; rise of the mass consumer; as well as economic, political and cultural challenges of doing business in China.

Guest speakers from previous semesters include executives from Huawei, Alibaba, BYD, ZTE, China California Trade Office, etc.

Professor Stanley Kwong is a pioneer on promoting strong US-China relations through education and trade. Stan is frequently quoted and interviewed by media (Wall Street Journal, China Daily, Huffington Post, etc.) on the subjects of China Branding and Chinese Investments in America.

Dr. Kwong was one of IBM’s top international marketing executive prior to USF. As a longtime resident of California, Stan serves as the Strategic Advisor to the Bay Area Council, Strategic Advisor to ChinaSF, and was part of California Governor Jerry Brown’s Trade Delegation to China in 2013.

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