

# Culture Resources of Cities in China

## Global Program on Economics and Finance

<b>Course Title</b>	Culture Resources of Cities in China		
<b>Credit</b>	3	<b>Credit Hours</b>	48 credit hours (one credit hour is 45 minutes)
<b>Course Objectives</b>	<p>Integrating current concepts, research findings and several best-practice case studies, students will gain an understanding of the highly broad and complex web of the culture resources in China. A group project culminates in the generation of a development plan and marketing strategy for a destination in a Chinese. Readings, assignments, discussions, other course materials and a structured approach support the development of the project.</p> <p>Upon completion of the course, students will be able to:</p> <ul style="list-style-type: none"> <li>● Build up a framework of cultural resources development;</li> <li>● Apply stakeholder theories to establish cultural resources development institution for cities in China;</li> <li>● Apply marketing principles to promote cities in China.</li> </ul>		
<b>Course Description</b>	<p>City culture is a unique attraction for the visitors to get special experience and education. This course examines cities rich in cultural heritages and develops a theoretical framework to understand the development of city culture for city destinations. Through field trips to the main cultural attractions in a city, students are required to analyze the development plans and marketing strategies for these destinations.</p>		
<b>Course Requirements:</b>			
<b>Prerequisites:</b> Introductory Chinese History			
<b>Teaching Methods:</b>			
<p>The instructional approach for this course is a blend of lecture, field trip, mid-term exam, independent research, class discussions, activities and case studies, using collaborative processes. Lecture units include readings/ viewings/ listening and assignments to educate students and provide them with deep insight and prepare them for class discussion and field trip, enabling them to complete course requirements.</p> <p>Students are required to select their project subjects before the field trip, prepare all the background information and work out their research method to finish their report. Students are expected to be fully engaged and participate in all aspects of the course.</p> <p>Field trip: choose a cultural resource in a Chinese city and visit that place. Through field trips to the cultural attractions, students are required to interview local residents, merchants, experts and tourists; conduct on-site observation or questionnaire investigation to analyze the development plans and marketing strategies for these cultural</p>			

attractions.

Branding video: a commercial to advertise the cultural attraction you selected in the city (2-3 minutes). You should also collect video materials during your field trips.

Written report: Please select a cultural attraction of the city and develop it as a city brand. This is a group project, composed by an oral presentation, a 3 minutes branding video, and a written report. In your written report, the following parts should be included: Introduction (What and why you select this cultural attraction as the subject of your project); Strategy (How to develop this cultural attraction in the city brand); Audience (What is the target market of your strategy, market characteristics); Channel (How to communicate your brand to the target market).

### **Instructor's Academic Background:**

Prof. SHEN Han received her PhD from the China Academy of Social Sciences, Master in Marketing from Nottingham University, UK and Bachelor in Economics from Fudan University. She has worked at Hong Kong Polytechnic University as a post-doctoral fellow (2006-2008), at George Washington University (2012) and Pennsylvania State University (2014-2015) as a visiting scholar. Prof. SHEN has published more than 70 academic papers and 5 books in the research fields of city culture development, city tourism, consumer behavior and destination marketing.

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### **Course Schedule**

<b>Unit</b>	<b>Topics</b>	<b>Hours</b>	<b>Notes &amp; Assignments</b>
1	Course Overview & Intro to Cities in China	4	Team building
2	Historic cities in China	8	Case study
3	Theories and methods in destination marketing	8	Assign the project topics
4	Integrated communications in city branding	8	Case study
5	Public systems in cities	4	Mid-term exam
6	Stakeholders and development institution	4	Case study
7	Field trip in a city	8	Interviews & On-site discussion
8	Project presentation and video show	4	Submit the final report

**The design of class discussion or exercise, practice, experience and so on:**

Class participation is highly recommended. Students are encouraged to share their thoughts or current works in class.

**Grading & Evaluation:**

Each student's grade will reflect achievement in a combination of the following areas (subject to change), with final weighting still to be determined. Due to the high level of in-class participation required, attendance is mandatory unless negotiated with the instructor in advance.

<b>Requirement</b>	<b>Weight</b>
Attendance/ Classroom Participation	10%
Mid-term exam	30%
Presentation with a branding video	30%
Written Submission of the Development and Marketing Plan	30%

**Grading**

The grade will be based upon the total of 100 points:

A= 90-100 A-=85-89 B+=80-84 B=75-79 B-=70-74 C+=65-69 C=60-64 F= Below 60

**Teaching Materials & References:**

Every class will be an event unto its own, where doing, listening, engaging and learning are the priorities. Reading, watching videos and listening to audio files are all part of the mix and will be assigned on each session. These will become important touchstones for our class conversations, exercises, role-playing, activities, assignments and exam.

**Textbooks & Readings**

1. Anthony Travis, Planning for Tourism, Leisure and Sustainability: International Case Studies, 2015
2. Jie Li, Shanghai Homes: Palimpsests of Private Life (Global Chinese Culture), 2014
3. Steven Pike, Destination Marketing: An Integrated Marketing Communication Approach, Butterworth-Heinemann, 2008
4. Attached the reading package