

International and Cross-cultural Marketing (F710290)

Due to Covid 19, the education and evaluation methods may vary from the information displayed in the schedules and course details. Any changes will be communicated on Ufora.

Course size	<i>(nominal values; actual values may depend on programme)</i>			
Credits 3.0	Study time 90 h	Contact hrs	30.0 h	
Course offerings and teaching methods in academic year 2020-2021				
A (semester 2)	English	Gent	online seminar: coached exercises	0.0 h
			online lecture	0.0 h
			lecture	20.0 h
			group work	5.0 h
			seminar: coached exercises	5.0 h

Lecturers in academic year 2020-2021

Slabbinck, Hendrik

EB23

lecturer-in-charge

Offered in the following programmes in 2020-2021

[Bachelor of Science in Business Administration](#)

crdts

offering

3

A

[Exchange programme in Economics and Business Administration](#)

3

A

Teaching languages

English

Keywords

marketing, cross-cultural marketing

Position of the course

This course aims to provide the students with relevant theoretical frameworks and practical insights into cross-cultural and international marketing. In an increasingly interconnected global business environment it is crucial that marketers recognize how a better understanding of cultural differences in consumption and communication can help improve business performance. Cross cultural marketing examines how local and multinational companies can appreciate and adapt to international diversity.

Contents

Cross-cultural marketing

- Cross-cultural marketing: definitions
- Intercultural consumer behaviour
- Cross-cultural market research
- Intercultural marketing communication

Initial competences

Basic knowledge English and introduction to marketing (management)

Final competences

- 1 Students must have a basic knowledge of the impact of cultural diversity on marketing theory and practice.
- 2 Students should be able to apply the acquired knowledge to solve practical marketing cases.
- 3 Students must be able to cooperate in a multicultural group

- 4 Knowledge on the most important cultural variables
- 5 Students must be able to identify the elements in a marketing campaign that are influenced by cross-cultural differences

Conditions for credit contract

Access to this course unit via a credit contract is unrestricted: the student takes into consideration the conditions mentioned in 'Starting Competences'

Conditions for exam contract

This course unit cannot be taken via an exam contract

Teaching methods

Group work, lecture, seminar: coached exercises, online lecture, online seminar: coached exercises

Extra information on the teaching methods

Lectures, with discussions and case studies. Case studies are supported by videos and/or other didactical materials. The course ends with a case study which is discussed, analyzed, and solved in small groups. For this, students are required to write a short marketing plan in which they describe how to successfully launch a local product in a foreign culture.

Learning materials and price

Slides and papers, via online platform

References

Usunier, JC and Lee, JA (2013). Marketing Across Cultures (6th edition). Harlow, UK: Pearson Education Limited.

Course content-related study coaching

Handouts are provided for every class session on the electronic learning environment. Students can ask questions to the lecturer immediately after each lecture and on appointment.

Evaluation methods

end-of-term evaluation and continuous assessment

Examination methods in case of periodic evaluation during the first examination period

Written examination with open questions, written examination with multiple choice questions

Examination methods in case of periodic evaluation during the second examination period

Written examination with open questions, written examination with multiple choice questions

Examination methods in case of permanent evaluation

Peer assessment, report

Possibilities of retake in case of permanent evaluation

examination during the second examination period is possible in modified form

Extra information on the examination methods

The written exam consists of both multiple-choice questions as well as open questions.

Group-assignment: Students are required to write a concise marketing plan for a fictitious local company that aims to enter the international market.

Retake: only the parts for which the student didn't pass need to be retaken. The scores of the part for which the student passed, are used as the score for the retake exam.

Calculation of the examination mark

The written exam counts for 60 % of the total score and groupwork (after peer assessment) for 40%. The teacher remains responsible for the final mark and has the right to adjust the peer assessment score or to even neglect the peer assessment score when determining the scores of the individual students on the groupwork. When the student scores less than 10/20 for at least one of the components, he/she can no longer pass the entire course unit. If the total score is a mark of 10 or more out of 20, then this is reduced to 9/20.