


International Summer University^{WU} 2022

WU (Vienna University of Economics and Business)

Course outline

Course title	<i>Intercultural Marketing Strategy</i>	
Instructor	<p><i>Ivana Beveridge, PhD</i> <i>ivanabeveridge@icloud.com</i></p> <p><i>University of Houston, C.T. Bauer College of Business, Department of Marketing and Entrepreneurship</i></p>	
Language of instruction	English	
Course level	Undergraduate	
Contact hours	35 teaching hours (45 min. each)	

Aim of the course	
<p>This course teaches the building blocks of intercultural marketing, and it focuses on the impact of cultural conditioning on international marketing strategy. Approaching culture as a dynamic and continuously evolving concept, it addresses the dimensions of culture affecting consumer behavior and marketing strategy. It aims to help the students deepen their understanding of cultural influence in international markets, improve intercultural marketing competencies, and increase their overall ability to deal with unpredictable marketing contexts resulting from globalization. By the end of the course, students will have acquired skills enabling them to:</p> <ul style="list-style-type: none"> • Recognize cultural differences in various global regions and their impact on marketing • Understand intercultural challenges in international markets and marketing aspects/outcomes of globalization • Understand frameworks needed to internationalize brands • Exhibit a higher degree of cultural intelligence and intercultural communication competence • Become more informed and aware global citizens 	

Learning objectives

The specific learning objectives of the course are as follows:

- Increase understanding of cultural influence in order to improve strategic marketing and intercultural competencies in international markets
- Develop knowledge needed to maximize opportunities and reduce risks in multicultural markets
- Provide frameworks to interpret behavior, attitudes and communication styles of people from different cultures
- Increase ability to deal with ambiguity resulting from globalization
- Offer an intellectual gateway to a broader global worldview

Prerequisites and/or admission requirements

Application requirements for the Undergraduate Program are current enrollment in an undergraduate study program in the fields of business administration. By the time of participation in the ISU^{WU} program, students must have completed a **minimum of one year of undergraduate education** with a specific focus on business administration and related areas.

Applicants interested in participating in the International Summer University^{WU} need an excellent command of the English language. The English language requirements can be found at [ISU^{WU} Language Requirements](#).

Application requirements for WU students can be found on our [application website](#).

Teaching methods

The course utilizes frameworks from international marketing strategy, cross-cultural management, anthropology and cross-cultural psychology. It introduces models for interpreting behavior, attitudes, stimuli processing and communication styles of people from different cultures.

Interactive class sessions include group work, case discussions and group projects. At the end of each lesson, the students will receive a list of guiding questions related to the course themes covered on that day. This 'checklist' will guide their marketing plan preparation, helping them to learn through inquiry and apply theoretical concepts to real-life business and managerial situations. The course will be delivered through the following didactic elements:

- Lectures and PDF materials covering theoretical concepts with guidelines for their application
- Mini-cases and examples from marketing practice
- Classroom discussions and brainstorming sessions
- Group project (written report and presentation)

Pre-course assignment

All students participating in the ISU^{WU} should submit a pre-course assignment for this course. The pre-course assignment consists of case study analyses of two mini cases which exemplify success and failure in intercultural markets.

Deadline: 18.07.2022 (11:59 p.m. Vienna time, CEST).

More information and detailed instructions on the pre-course assignment will be forwarded to all participants via email one month before the deadline at the latest.

Course contents	
Day 1	Introduction and course overview Globalization challenges, opportunities and outcomes Variables in standardization vs. adaptation debate Urbanization, modernization and technology adoption patterns
Day 2	Culture in marketing The role of national culture in international markets Approaches to cultural analysis The basics of cultural literacy
Day 3	Navigating national cultures Traditional frameworks for cultural analysis and dimensions of culture Alternative models for interpreting cultures Ethnic marketing: Nielsen Intercultural Affinity Segmentation model
Day 4	The role of religion and language Religious conditioning and consumption patterns Similarities and differences across religions Linguistic considerations in intercultural markets Linguistic imperialism
Day 5	Internationalizing brands and marketing communication Branding strategy across cultures Intercultural marketing communication strategy Universal persuasion criteria: Aristotle's triangle
Day 6	Regional developments Asia, the Middle East and Africa Europe and the Americas Interaction between economic, political and cultural factors
Day 7	Group presentations and course wrap-up

Comments
<p>Students from a wide range of professional and academic backgrounds are welcome to participate in this course, which allows them to apply a range of skills and knowledge in different fields. Background materials summarizing important marketing strategy concepts will be offered as a refresher for those students needing to brush up on their knowledge of marketing fundamentals, in order to better equip them to follow the course. While this course teaches specific intercultural marketing models and frameworks new to most students, it relies on standard marketing concepts and frameworks needed to understand intercultural markets and build strategic plans.</p> <p>Prior to the in-person course, an introductory session will be held remotely on Zoom approximately two weeks before the start of the course. This 45-minute session will allow the students to meet the instructor and to introduce themselves, share their goals, motivations and specific fields of interest regarding the course. Mutual introductions will also help the students to meet each other and to spontaneously form project groups based on shared interests and compatible skills and experiences.</p>

Criteria for successful completion of the course

In order to successfully complete the course, the students should:

- Demonstrate their grasp of the theoretical concepts introduced in the course
- Demonstrate their ability to apply these concepts in managerial situations
- Demonstrate their ability to derive actionable intelligence from information at hand in order to make informed management decisions
- Demonstrate their willingness and ability to work in multicultural teams

The students will have a variety of opportunities to showcase their understanding of the course concepts through individual and group assignments as well as the in-class work.

Assessment

Student performance will be assessed through five different elements, allowing them to demonstrate their knowledge through a range of individual and group components:

Pre-course assignment – 25%

Individual essay – 20%

Group homework – 20%

Group project – 30%

Class participation – 5%

Pre-course assignment – 25%

This assignment will weight 20% of the total grade. It will consist of a short essay based on the analyses of two intercultural marketing mini cases exemplifying both success and failure in intercultural markets. The students will first be asked to answer one question of choice from each case. Then, they will be asked to apply a concise given framework for case study analysis which will help them to integrate their prior marketing knowledge and apply it in the intercultural marketing domain. The total student workload for a pre-course assignment shall amount to approx. 15 hours.

Individual essay – 20%

The students will be given a choice of industry segments to select from for a short individual essay, due at the end of the course. The students will be asked to compare consumption attitudes between two different countries of choice within this industry segment. The details will be given at the beginning of the course and the essay will be due at the end of the course. The short essay will give the students an opportunity to exhibit their own creativity and bring in relevant personal and professional experiences, while showcasing the grasp of course materials.

Group homework – 20%

Once the groups are formed, they will be given a homework assignment half way through the course. The groups will be given a sufficient amount of time to complete the assignment. This assignment will help the groups to come together and analyze an actual intercultural marketing problem based on the course concepts covered up to that point, teaching the students to also to work against the deadlines and with limited resources.

Group project – 35% (20% + 15%)

The main output from the course is a group project consisting of a written report (20%) and an oral presentation (15%). Each self-formed team will prepare a plan for an intercultural campaign to launch a brand from one country in another distinctly different country or region of choice. The teams will prepare a report using the templates provided during the course. This will be followed by short group presentations illustrating the key ideas and findings from the report. Breakout room sessions will be dedicated to the group project each day, covering the elements of the marketing plan that overlap with the topics covered in-class that day. The groups will be encouraged to work independently after the class, either in-person and / or using Google docs, Skype, GroupMe, WhatsApp, Zoom, Teams, or any other suitable platforms. This project will help the students to apply a full range of concepts covered in the course, and learn to work in multicultural teams.

Class participation – 5%

Class attendance is mandatory except for mitigating circumstances. Active class participation during the lectures, brainstorming sessions and group work will be awarded with a total of additional 5%.

Course literature (cases, papers, online material...)

Pre-course reading: case study analysis template; mini cases from: Beveridge, I. (2020). *Intercultural Marketing: Theory and Practice*. Routledge Publishing (provided by the instructor)

Power point slides, PDF documents with the course content, marketing plan templates, summaries of supplementary materials covering important marketing concepts, region-specific reading materials, case studies and case study analysis templates will be distributed by the instructor. Additional supporting materials will be distributed based on specific student interest and choice of topics for the group project.

Further readings suggested by the lecturer(s)

Barker, S. (2020). Multicultural marketing: why has it become so important? BBN Times. Available at: <https://www.bbntimes.com/companies/multicultural-marketing-why-has-it-become-so-important>

Boykiv, Y. (2016). Multicultural Marketing: No Longer an Option, But a Necessity. *Inc.com*. Available at: <https://www.inc.com/yuriy-boykiv/multicultural-marketing-no-longer-an-option-but-a-necessity.html>

CNN (2020). The Uncle Roger controversy: Why people are outraged by a video about cooking rice. Available at: <https://www.cnn.com/travel/article/uncle-roger-rice-food-appropriation-intl-hnk/index.html>

Culture Vulture (2016). How Lack of Cultural Awareness Can Cost A Business Big. Available at: <https://www.commisceo-global.com/blog/cultural-sensitivity-in-business-1>

de Mooij, M., & Hofstede, G. (2011). Cross-Cultural Consumer Behavior: A Review of Research Findings. *Journal of International Consumer Marketing*, 23:181–192 (provided by the instructor)

Fang, T. (2006). From “Onion” to “Ocean”: Paradox and Change in National Cultures, *International Studies of Management & Organization*, 35 (4), 71-90 (provided by the instructor)

Fromowitz, M. (2017). Hall of shame: More multicultural brand blunders. *Campaign US*. Available at: <https://www.campaignlive.com/article/hall-shame-multicultural-brand-blunders/1423941>

Jan-Benedict E. M. Steenkamp (2011). The role of national culture in international marketing research, *International Marketing Review*, 18 (1), 30-44 (provided by the instructor)

McKinsey & Company (2020). Survey: Consumer sentiment on sustainability in fashion. Available at: <https://www.mckinsey.com/industries/retail/our-insights/survey-consumer-sentiment-on-sustainability-in-fashion>

Refuel Agency (2020). 6 Examples of Brands Who Got Multicultural Marketing Right. Available at: <https://www.refuelagency.com/blog/examples-of-brands-who-got-multicultural-marketing-right/>

Smart Insights.com (2016). The anatomy of a great multicultural marketing campaign. Available at: <https://www.smartinsights.com/digital-marketing-strategy/anatomy-great-multicultural-marketing-campaign/>

Please note the following information on the total minimum workload of the respective course:

Course level	ECTS-credits	Pre-course workload	In-class activity	Outside of class workload during the program
Undergraduate	4	approx. 20 hours	27 hours (= 35 teaching units)	approx. 33 hours