

Ljubljana Summer School *Take the Best from East and West*

8 – 24 July 2024

INTERCULTURAL MARKETING

Bachelor course (ECTS: 6)

Course leaders:

BEVERIDGE Ivana, University of Houston, C.T. Bauer College of Business, United States

*Ivana is a Professor of Practice at the University of Houston, C.T. Bauer College of Business, ranked # 1 in the U.S. for its entrepreneurship and marketing program, and she works actively in the marketing practice. She brings diverse international experience from the marketing practice, having held management positions with global marketing agencies and corporates in Asia, the Middle East, Europe and the U.S. Her marketing campaigns won awards such as the top Integrated Marketing Campaign of the year by the Public Relations Society of America (PRSA). Her client portfolio spans Fortune 100 companies and governments, including the Abu Dhabi Government, Etihad Airways, General Electric, IMG, and Nauticus Robotics, among many others. She holds a PhD from the Sorbonne University and an M.B.A from Warwick University. She authored a textbook *Intercultural Marketing: Theory and Practice* with Routledge Publishing, and her intercultural marketing research has been published in top marketing journals.*

Milton Aldrete, Polar Partners Finland, Education and Consulting, Finland

Milton has taught at Laurea University of Applied Sciences in Finland for 10 years and in Ljubljana University's school since 2017. Milton is an experienced international sales consultant with strong knowledge on marketing and business development on different continents. Milton holds a Master of Science in Economics and Business Administration with a major in International Business from the University of Vaasa, Finland. Additionally, Milton holds a Post-Degree Programme in Vocational Teacher Education from the Jyväskylä University of Applied Sciences, Finland which has shaped his teaching approach to be practical, real-life oriented and student centred.

Aims of the course:

Culture is one of the prime determinants of consumer attitudes, behavior and lifestyles. With globalization, it is imperative to understand culturally ingrained human behavior throughout the world as consumers increasingly expect marketing campaigns that are culture-wise.

The course teaches the building blocks of intercultural marketing. It approaches culture as a dynamic, multi-dimensional concept, addressing the dimensions of culture affecting consumer behavior, purchasing patterns and cross-cultural interactions. It focuses on issues surrounding global communications and positioning, customer segmentation across cultures, customer need identification, and the dynamics of purchasing decision-making across cultures. The course utilizes the frameworks from international marketing strategy, cross-cultural management and cross-cultural psychology.

Learning outcomes:

- Increase understanding of cultural influence to improve marketing and intercultural competencies in international markets
- Develop knowledge needed to maximize opportunities and reduce risks in multicultural markets
- Learn frameworks to interpret decision-making, behavior, attitudes and communication styles across cultures
- Acquire frameworks needed to internationalize brands
- Increase ability to deal with ambiguity in international markets resulting from globalization
- Acquire tools and frameworks for interpreting behavior, attitudes and communication styles of people from different cultures
- Become more informed and aware global citizens

Prerequisites:

There are no pre-requisites for this course. Students that have not previously attended marketing courses will be provided with necessary assistance and supplementary information as needed.

Course content:

DATE	DAILY TOPIC/SESSION
Monday, 8 July	Introduction and course overview
Tuesday, 9 July	Culture and its role in marketing Elements of culture and universal cultural values The basics of cultural literacy
Wednesday, 10 July	Navigating national cultures Models and frameworks for understanding cultural differences Cultural dimensions and alternative approaches
Thursday, 11 July	Intercultural communication competence Negotiations across cultures Personal selling and relationship building
Friday, 12 July	Intercultural management The role of marketing skills and the rules of the game Global marketing strategy
Monday, 15 July	Regional developments Patterns of development influencing consumption Opportunities and challenges in emerging markets
Tuesday, 16 July	Religious conditioning and consumption patterns Religious marketing versus religion in marketing Linguistic considerations in intercultural markets
Wednesday, 17 July	Internationalizing marketing communication Taking brands across cultures Marketing communications challenges across cultures
Thursday, 18 July	Cultures in context Interaction between economic, political and cultural factors Case study analysis
Friday, 19 July	<i>No lectures (day off)</i>

Monday, 22 July	Marketing services globally Perceptions of sustainability Social responsibility across cultures
Tuesday, 23 July	The good, the bad and the ugly: the branding hall of shame vs. successful intercultural campaigns Preparation for final examination
Wednesday, 24 July	<i>Final examination (Presentations/Exams)</i>

Course materials / List of readings:

Power point slides, PDF documents with the course content, marketing plan templates, reading materials with a paywall, case studies and case study analysis templates will be distributed by the instructor.

Course materials and case studies: Beveridge, I. (2021). *Intercultural Marketing: Theory and Practice*. Routledge Publishing (provided by the instructors)

Further readings:

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.commisceoglobal.com/blog/cultural-sensitivity-in-business-1>

deMooij, 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)

EastWest PR (2020). Why do the 17 UN SDGs matter so much to your reputation, and how can you demonstrate your sustainability credentials? Available at: <https://www.eastwestpr.com/blogs/post/un-sdgs-sustainability>

Euronews (2023). What is greenwashing? How to spot the sophisticated greenwashing tactics being used in 2023. Available at: <https://www.euronews.com/green/2023/08/14/what-is-greenwashing-how-to-spot-the-sophisticated-greenwashing-tactics-being-used-in-2023>

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)

Findable (2021). 5 Examples of Cross-Cultural Marketing we Love. Available at: <https://www.findabledigitalmarketing.com/blog/cross-cultural-marketing-examples/>

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/>

The Guardian (2023). The problem with sustainability marketing? Not enough me, me, me. Available at: <https://www.theguardian.com/sustainable-business/behavioural-insights/2015/mar/09/problem-sustainability-marketing-not-enough-me>

The Washington Post (2023). 'Greenhushing': Why some companies quietly hide their climate pledges. Available at: <https://www.washingtonpost.com/climate-environment/2023/07/13/greenhushing-climate-trend-corporations/>

Teaching and examination methods:

Interactive sessions include group work, case discussions and group presentations. Every class will incorporate group discussions and offer flexi time to enhance student wellbeing. A number of templates and checklists will be offered to guide marketing plan preparation and help the students learn how to translate and apply theoretical concepts to business and managerial situations.

The course will be delivered through the following didactic elements:

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

Examination methods:

- Group homework assignment: 30%
- Group project: 45% (25% = report, 20% = presentation)
- Individual homework assignment: 20%
- Class participation: 5%

Group homework assignment: the group assignment will be based on the course concepts discussed during the class up to that point. They will focus on application of class concepts to analyze a real-life marketing situation. The assignment will be related directly to the lectures, and students will be given enough time to complete it. Detailed instructions and guidelines will be provided.

Group project: The main deliverable of the course is a group plan for selling a brand of choice in the distinctly different cultural market of choice. The self-formed teams will submit a marketing plan report and deliver a short presentation introducing the report. Details about project will be discussed in class, and the students will receive guidance on the structure and layout of the plan.

Individual homework assignment: Individual homework assignment will be based on the class concepts, and the students will be able to choose intercultural themes which are most relevant and related to their personal and professional interests. This will be an opportunity for the students to apply their own creativity and analyse a topic of their interest. Detailed instructions and guidelines will be provided.

Class participation: active class participation and contribution to class discussions will count as 5% of the grade.

Grading scale:

DEFINITION	%	LOCAL SCALE	ECTS SCALE	Grade (USA)
exceptional knowledge without or with negligible faults	92-100	10	A	A+, A, A-
very good knowledge with some minor faults	85-91	9	B	B+, B
good knowledge with certain faults	77-84	8	C	B
solid knowledge but with several faults	68-76	7	D	C+, C, C-
knowledge only meets minimal criteria	60-67	6	E	D+, D
knowledge does not meet minimal criteria	<60	5	F	