

COURSE OUTLINE



COURSE NAME: Marketing Across Cultures	COURSE NO: INMA 515
TERM: Fall 2012	COURSE CREDITS: 3
INSTRUCTOR: TBD E-mail: Phone: Office:	INSTRUCTIONAL HOURS PER WEEK: 4

COURSE PREREQUISITES:

None.

COURSE DESCRIPTION:

This course will explore key issues of cultural diversity and the process of formulating cross-border marketing strategy. Students will be introduced to key concepts, theories and models of cultural diversity and managing cross-border marketing, including some influential theories of consumer behaviour and marketing communications. The course seeks to analyse the process of cross-border marketing whilst critically evaluating strategies and processes adopted by leading global players. The course will explore relevant academic theory, whilst focusing on key subject areas such as understanding culture, cross-border marketing and managing marketing alliances across borders.

REQUIRED TEXT and OTHER RESOURCES:

There is not a required text for this course; however, there are 3 optional books that you may reference:

Usunier, Jean-Claude (2009) *Marketing Across Cultures*, 5th edition. Prentice Hall – Switzerland.

Cateora, Gilly and Graham (2009) *International Marketing*, 14th edition, McGraw-Hill.

Hollensen, Svend (2007) *Global Marketing*, 4th edition, Prentice Hall.

In addition A PDF package of reading will be available from the bookstore and/or on the course website covering contemporary topics and cases in Global Marketing.

Students are REQUIRED to check the course web site on Moodle as well as his/her name@capilano.ca email at least 3 times weekly as these are the primary vehicles for university correspondence between instructor and student. Course communication will not be sent to student personal emails.

COURSE FORMAT:

Instructional Hours: 4 hours x 15 Weeks

Normally, courses are scheduled in classrooms for three hours per week. A structured mixture of group exercises, case studies and videos, followed by class discussion and case study work, will form the delivery vehicle to enable students to develop the necessary knowledge, understanding and skills to meet the learning outcomes.

Fourth hour activities:

A fourth hour of instruction is delivered a variety of ways which may include: on-line instruction, small group meetings with faculty, tutorials, etc. Students are required to participate in the following fourth hour of course content and activity:

- Case preparation individually and in teams
- Research of relevant information through print and online resources
- Conferences with the instructor(s)

Expectations as to home or on-line work:

This course requires students to arrive having done a considerable amount of research and specified reading. Students are expected to meet outside of class with group members for case and project work.

A structured mixture of group exercises, case studies and videos, followed by class discussion and case study work, will form the delivery vehicle to enable students to develop the necessary knowledge, understanding and skills to meet the learning outcomes.

The course website on Moodle will provide a detailed schedule of activities, deliverables and updates. Topics, readings, forums, cases, and links to relevant material will be provided weekly. Grades and communication with fellow students and the instructor will also be provided online.

COURSE OUTCOMES:

Marketing Across Cultures will explore key issues of cultural diversity and the process of formulating cross-border marketing strategy. Students will be introduced to key concepts, theories and models of cultural diversity, market opportunity and country assessment, mode of entry analysis, planning/managing cross border marketing initiatives and alliances. The course is based on a combination of lectures/discussions, Harvard cases, videos, outside speakers, country snapshots and a final marketing project in which students will launch a product/service in an emerging market such as India, China, Russia and Brazil.

The aims of this course are to enable students to:

1. understand cultural diversity and its effects for cross border marketing;
2. understand how culture driven macro environmental changes and global trends impact the cross border marketing function;
3. understand how cross-boarder marketing strategies and activities are planned, organized and implemented.

SPECIFIC STUDENT OUTCOMES:

Upon successful completion of this course, students should be able to demonstrate competence in the following abilities and skills:

ABILITIES	OUTCOMES	LEVELS
COMMUNICATIONS	C1. Select, use and integrate communications skills to develop informative written and verbal presentations to analyze and interpret data to understand cultural diversity and international marketing strategy;	3 – 6
	C2. Discuss the dimensions that are needed to manage marketing alliances across cultures;	3 – 6
	C3. Explain the conceptual and theoretical justifications behind marketing strategy for cross-border marketing activities;	3 – 6
ANALYSIS AND DECISION-MAKING	A1. Analyze cultural diversity when formulating an organization's marketing strategy;	<u>3 - 6</u>
	A2. Apply/adapt methodologies to assess international marketing issues, opportunities, and strategies across borders and cultures;	3 – 6
	A3. Formulate, critique and evaluate cross-border marketing communication initiatives and campaigns;	3 – 6
	A4. Identification of “best and real international marketing practices”, success stories and failures examples of global companies;	3 – 6
SOCIAL INTERACTION	S1. Develop teamwork skills through the case work, group and class interaction;	4 – 6
	S2. Develop confidence by discussing and debating ideas with others in group work and case analysis;	4 – 6

CITIZENSHIP, SUSTAINABILITY AND GLOBAL PERSPECTIVES	G1. Show an understanding of the strategic marketing value of cultural differences;	4 – 6
	G2. Show an understanding of the strategic marketing value of cultural differences;	4 – 6
	G3. Use fundamental marketing concepts across borders with clear consideration for cultural differences and variants;	3 – 6
	G4. Understand essential skills necessary to manage alliances across cultures.	3 – 6

*See Faculty of Business – Our Commitment to Assessment and Constructive Feedback for description of the six “Levels” of Comprehension.

EVALUATION PROFILE:

Assessment	% of Final Grade	Individual/ Group	CAPabilities Assessed			
			Communications	Analysis & Decision Making	Social Interaction	Citizenship & Global Perspectives
Participation	15%	G	1-6	3-6	3-6	3-6
Case Memo	25%	G/I	1-6	3-6	3-6	3-6
Final Paper	60%	I	1-6	1-6	NA	1-6
Total	100%					

COURSE ASSESSMENTS:

International Marketing Case Memo 25%

Each student will be assigned one case (out off the case listed) for which to prepare a written memo and facilitate class discussion. All cases will be in the case pack. The memo is to be submitted at the beginning of the class in hard copy form only. There will be three questions for each case. Details to be provided in class.

Cross Cultural Marketing Strategy: Final Paper 60%

Final Paper (an individual, 3500 word, research based work). Students will do research on the management response to the respective challenge a company faces in cross-cultural marketing. Suggestions for topics will be given in class, but students are free to choose their own topic and research question. Students have to e-mail their topic and an outline of the paper to the instructor according to the course outline specific date. Based on the feedback given within one week, students will engage in research and paper writing.

This paper should be a critical analysis and evaluation of core, cross cultural marketing strategy, and illustrate the student’s ability to understand key literature and its application in a real world marketing environment.

Participation 15%

The classes will be highly interactive with approximately 50% informal lectures and discussions, 40% case work and 10% student/team case presentations. Class interaction (ideas and input) are more than welcomed – they are expected. You will be required to prepare for and contribute to each class. This is a very important part of the course. You will be expected to provide informed and insightful comments and contributions to the subject case (which must be read/prepared before class) or material being addressed.

COURSE CONTENT/SCHEDULE:

This following weekly course outline is tentative and subject to change. Additional readings and homework will be assigned during the course and will be posted on the course web site. You are responsible for checking Moodle and your @capilanou.ca email on a regular basis. The instructor may be required to travel on university business, during these times classes will be conducted online.

Week	Topic	Readings (Pre-class)	In-class or assignments
1 – 2	Cultural Variables in International Marketing Process, Dynamics and Models	Marketing Across Cultures (MAC) Ch01-03 PDF Set 1 Case 1, 2	Case 1, 2 (eg. China/Japan focus)
3-4	Cross Cultural Market Research and Market Entry Selection Process, Practice and Tools	MAC Ch.06 PDF Set 2 Case 3, 4	Case 3,4 (eg. BRIC country focus)
5-7	Marketing Decisions for the Intercultural Environment Product/Service Policy	MAC Ch.07 – 9 (selective) PDF Set 3 Case 5, 6, 7	Case 5, 6, 7 (Final Paper Brief Due)
8-9	Marketing Decisions for the Intercultural Environment Price and Distribution Policy	PDF Set 4 Case 8, 9	Case 8, 9
10-12	Intercultural Marketing Communications Advertising, Personal Selling and Social Media	MAC Ch.12 – 14 (selective) PDF Set 5 Case 10, 11, 12	Case 10, 11, 12
13-15	Managing Across Borders - Best Practices	PDF Set 6 Case 13 (P&G)	Peer Evaluations Discuss research findings Final paper due 1 week after end of course

UNIVERSITY POLICIES

Capilano University has policies on Academic Appeals (including appeal of final grade), Student Conduct, Cheating and Plagiarism, Academic Probation and other educational issues. These and other policies are available on the University website.

In addition to the policies of the university, the Faculty of Business has the following policies governing the management of our classes and curriculum.

FACULTY OF BUSINESS POLICIES

Attendance: Regular attendance and punctuality are both essential and expected due to the nature and format of the course materials.

Cheating and Plagiarism:

Cheating is an act of deceit, fraud, distortion of the truth, or improper use of another person's effort to obtain an academic advantage. Cheating includes permitting another person to use one's work as their own. Plagiarism is the presentation of another person's work or ideas as if they were one's own. Plagiarism is both dishonest and a rejection of the principles of scholarship. Information about how to avoid plagiarism by proper documentation of sources is available in the Library, the Writing Centre and is published in the University Calendar.

Penalties for Cheating and Plagiarism:

A grade of '0' for an examination, quiz or assignment or 'F' for the course may be assigned if cheating or plagiarism has taken place. First incidents deemed by the instructor to be particularly serious or second or subsequent incidents of cheating and plagiarism will be dealt with under the provisions of the University Policy on Cheating and Plagiarism (See the University Calendar). All students should familiarize themselves with the University Policy on Cheating and Plagiarism as such behaviour can result in suspension from the University.

Incomplete Grades:

Incomplete grades will not be given unless special arrangements have been made with the instructor prior to the date set by University Administration.

Professional Behaviour:

Students must demonstrate a professional attitude and behaviour toward work, fellow students and their instructors. Each student should demonstrate reliability, respect for and co-operation with colleagues. A willingness to work calmly and courteously under difficult conditions as well as a determination to achieve first-class work while meeting deadlines is necessary in the Business Faculty. Students should have respect for equipment and systems. Students should display a constructive response to criticism.

Copyright Policy:

Students are expected to familiarize themselves with and abide by the University's Copyright Policy. The University's Copyright Policy is published in the University Calendar.

PROGRAM POLICIES – Capilano School of Business

In addition to the Capilano University and Faculty of Business policies, the Capilano School of Business has the following policies governing the management of our classes and curriculum.

Missed Exams and Quizzes:

Missed exams or quizzes will receive a grade of "0" unless PRIOR arrangements (wherever possible) are made with the instructor. Permission to make up an exam will only be given in extraordinary situations such as illness of the student or the death of a close family member. A doctor's certificate, or other proof supporting the reason for the absence, may be required.

English Usage: All assignments are marked for correct English usage, proofreading and formatting.

Grading Profile:

A+	90-100%	B+	77-79	C+	67-69	D	50-59
A	85-89	B	73-76	C	63-66	F	Below 50%
A-	80-84	B-	70-72	C-	60-62		

COURSE LEVEL POLICIES:

In addition to Capilano University, Faculty of Business, and the Capilano School of Business policies, the following policies govern the management of this class and its curriculum.

Assignments: Homework assignments are due at the **start of class** on the due date unless otherwise advised by your instructor. Late assignments will only be accepted if prior approval for a late submission date has been given by the instructor.

Programmable Tools: Please note the use of programmable items such as calculators, dictionaries etc. is forbidden during tests, quizzes, and exams. Cell phones are not to be brought to any test, quiz, or exam.