

Cross-Cultural Marketing

Paris, 25/26/28/29 July 2011

16 contact hours / 2 ECTS credits

This course is designed to give students an understanding of the development and implementation of effective global marketing strategies, the role and function of the marketing manager, the way to create and manage a brand strategy and to develop practical tools by studying International Marketing theories as well as company case studies.

Course Schedule

Monday, 25 July (9:30 – 11:00, 11:30 – 13:00)

Introduction to the global world: socio-cultural systems and its markets, targets, structures, challenges. Introduction to cross cultural marketing, showing illustrative blunders and mistakes.

Tuesday, 26 July (9:30 – 11:00, 11:30 – 13:00)

Brand building in a global world: the function of marketing research, cross-nationally working identity and image definitions, standardization or customisation, targeting and positioning.

Thursday, 28 July (9:30 – 11:00, 11:30 – 13:00)

International marketing operations: management of the cross cultural product, pricing, channels, communications and services strategy.

Friday, 29 July (9:30 – 11:00, 11:30 – 13:00)

The human factor: worldwide operating companies and their approaches to worldwide corporate communications, cross cultural discussion and negotiation.

Learning Objectives

At the end of this seminar, students should be able to identify the differences between marketing at home and marketing in a foreign environment that shows different cultural, economic, political and legal differences; explain key concepts of global marketing; analyse consumer behaviour in international markets; identify and combine the best working marketing tools for a specific cross-cultural market situation.

Assessment

The aim of the seminar is to have students reflect, evaluate, argument and develop own thoughts on current issues in cross-cultural marketing, solve problems and develop plans, which they communicate. The assessment is thus a combination of group work, case analysis and oral presentations taken place on all 4 days of the seminar.

Reading List

This course requires little or no prior formal education in the discipline of marketing. As such, a solid introduction to the language of the discipline, body of knowledge, tools and techniques will be covered or provided by texts and readings supplemented with class lectures, case analysis and real-world illustrations.