

<p><b>Module title, ECTS credits</b></p> <p>International Marketing in a cultural Perspective (<i>International markedsføring i et kulturelt perspektiv</i>) 5 ECTS</p>
<p><b>Location</b></p> <p>6th semester, spring term Elective course Study board for Business Administration</p>
<p><b>Module coordinator</b></p> <p>Jeanne Sørensen Bentzen</p>
<p><b>Type and language</b></p> <p>Study subject module Language: English</p>
<p><b>Objectives</b></p> <ol style="list-style-type: none"><li>1. Knowledge:<ol style="list-style-type: none"><li>a. The students should understand key concepts within international marketing with a special focus on the intercultural challenges of marketing, thereby improving students' understanding of how cross-cultural issues influences international marketing strategies.</li><li>b. The students should understand the coherence between the company and its international environment in relation to designing and implementing international marketing strategy</li></ol></li><li>2. Skills:<ol style="list-style-type: none"><li>a. The students must be able to identify and assess specific marketing challenges that arise in the international marketing context.</li><li>b. The students must be able to analyze the situation of the company and based on this decide if the company should follow a differentiation of standardization strategy and what specific parameters are involved.</li></ol></li><li>3. Competencies:<ol style="list-style-type: none"><li>a. Students should be able to assess the outcomes of alternative marketing strategies in cross-cultural contexts.</li></ol></li></ol>

- b. Students should be able to conduct effective problem solving in the case of international marketing and especially in relation to solve problems in relation to how culture influences international marketing
- c. Having followed this course, the student should furthermore be able to formulate, analyze, derive and evaluate international marketing strategies.

**Academic content and conjunction with other modules/semesters**

The conditions for international marketing are rapidly changing in an ever more global, dynamic and knowledge-intensive world. Moving from a domestic to an international marketing context has several influences on marketing theories and practices. Sometimes it requires new analytical insights and skills. This course provides a thorough understanding of central contemporary issues and the management of these elements within the new global context. It is becoming evident for managers of such companies that their performance depends on how successfully they manage their interactions the customers/consumers in the target countries. These companies therefore consider intercultural knowledge as an important component of the educational background of the new staff they recruit.

The course will provide knowledge about intercultural challenges in marketing. The course consists of the following components:

- Cultural theories and concepts and their applications in marketing
- Consumer behavior, the influence of culture and the reactions to foreign products/services and brands
- Marketing strategy and especially how to design a international marketing strategy

**Scope and expected performance**

The course consists of 10 lessons of 2 hours teaching. The classes will consist of traditional lectures as well as discussions and casework. The students are expected to study the material beforehand to enable an active participation in class.

**Participants**

Bachelor students (EBA and HA program + top up students + HA-jur.)

**Prerequisites for participation**

Basic knowledge about Marketing management

**Module activities (course sessions etc.)**

No.	Topic	Literature	Date	Teacher
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1	Intro – Domestic vs International marketing	Usunier and Lee chap. 1 Akgün, Keskin and Ayar (2014)		Jeanne S. Bentzen
2	Marketing strategy in an international context	Usunier and Lee, Chap. 1 +2		John Kuada
3	Culture as a variable in International marketing	Usunier and Lee, Cap. 3 + 4		John Kuada
4	Culture and consumption	Usunier and Lee, chap. 5 He and Mukherjee (2007)		Jeanne S. Bentzen
5	International marketing mix decisions	TBD		Andreea Bujac
6	The glocalised consumer as decision maker	Usunier and Lee, chap. 6		Jeanne S. Bentzen
7	International marketing from a practical point of view			TBD
8	Intercultural branding	Usunier and Lee, chap 12 Holt, Quelch and Taylor (2004)		Andreea Bujac
9	Advertising in an international and digital world	Sinkovics, Yamin and Hossinger (2007)		Reimer Ivang
10	Case discussion			Jeanne S. Bentzen + Reimer Ivang

### Literature

Usunier, Jean-Claude and Lee, Julie Anne (2013): "Marketing Across Cultures", 6<sup>th</sup> edition (England: Pearson Education Limited)

#### Articles:

- Akgün, A. E., Halit Keskin and Hayat Ayar (2014): “Standardization and Adaption of International Marketing Mix Activities: A Case Study”, *Procedia – Social and Behavioral Sciences*, 150, 609-618
- He, Hongwei and Avinandan Mukherjee (2007): “I am, ergo I shop: does store image congruity explain shopping behavior of Chinese consumers?”, *Journal of Marketing Management*, vol. 23, no 5-6, pp. 443-460
- Holt, D.B, John A. Quelch and Earl L. Taylor (2004): “How Global Brands Compete”, *Harvard Business Review*, Sep.
- Sinkovics, Rudolf R.; Mo Yamin and Matthias Hossinger (2007): “Cultural Adaption in Cross Border E-Commerce – A study of German Companies”, *Journal of Electronic Commerce Research*, Vol. 8. No. 4
- More articles may follow

#### **Examination**

A 24-hour examination, including two essay type questions and questions to a case study situation. Students can use all available materials. Each student should submit an 8-page, 2400 strokes per page, in total exam script with answers to all questions. Each question answer contributes equally to the final grade.

#### **Course language and exam**

The lectures are done in English as the course is attended by both Danish and foreign students. However, the exam may be conducted in English or Danish, as you prefer.