



Marketing in an international and cultural Perspective
5 ECTS

Timing of course

Spring semester, 6th semester
Elective course
Study board for Business Administration

Module responsible

Jeanne Sørensen Bentzen

Type and language

Language: English

Goals

1. Knowledge:
 - a. of key concepts within international marketing with a special focus on the intercultural challenges of marketing
 - b. of the coherence between the company and its international environment in relation to designing and implementing international marketing strategy
2. Skills:
 - a. be able to identify and assess specific marketing challenges that arise in the international marketing context.
 - b. 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.
3. Competencies:
 - a. be able to assess the outcomes of alternative marketing strategies in cross-cultural contexts.
 - b. be able to conduct effective problem solving in the case of international marketing and especially in relation to solving problems related to how culture influences international marketing
 - c. be able to formulate, analyze, derive and evaluate international marketing strategies.

Background and content

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. Intercultural knowledge is an important component of the transformation. The course consists of the following components: Cultural theories and concepts and their applications in marketing, consumer behavior and the influence of culture and international marketing strategy.

Scope and expectations

The course consists of 10 lessons of 2 hours teaching. The classes will consist of tradi-

tional lectures as well as discussions and casework. The students are expected to study the material beforehand to enable an active participation in class.

Participants

The participants in the course will be students on the Bachelor in Business Administration (HA) 6th semester, International Bachelor in Business Administration 6th semester and HA-jur. 6th semester.

Prerequisite for participation

Basic knowledge about Marketing management

Module activities

No.	Topic
1	Intro – Domestic vs International marketing
2	Marketing strategy in an international context
3	Culture as a variable in International marketing
4	Culture and consumption
5	International marketing mix decisions
6	The glocalised consumer as decision maker
7	International marketing from a practical point of view
8	Intercultural branding
9	Advertising in an international and digital world
10	Case discussion

Literature

Usunier, Jean-Claude and Lee, Julie Anne (2013): "Marketing Across Cultures", 6th 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
- More articles may follow

Examination

24-hour examination to be based on an analysis of a case assignment. The assignment may be written in either English or Danish

