



## An In-depth Look at the Role of Culture in Global Marketing

### SHORT COURSE DESCRIPTION

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This course will take an in-depth look at culture and its role in global marketing. Global companies need to understand the culture of their customers and understand their customers in context. There is also a push for global companies to market to the 'global consumer' with a standardized product. The class will cover the basics of Global Marketing and will also look the cultural process, cross-cultural consumer behavior, local consumers and global consumers, and the advantages and disadvantages of using culture in global marketing strategy. The class will also address cross-cultural market research and culturally based advertising and media.

Short, interactive cross-cultural scenarios and marketing case studies will be used on a regular basis where you will work within a team to understand a scenario and solve a problem.

### READING MATERIALS

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All readings will be provided in PDF form prior to the start of class.

### COURSE REQUIREMENTS AND GRADING

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Regular class attendance and class participation is required for effective class discussion. You are expected to actively participate in class and team discussions in a positive manner. Repeated negative class behavior (including tardiness and absences) will result in grade reduction. **Attending less than 80% of classes will result in a failing grade.**

I expect all students enrolled in this course to accept the responsibility of reading, understanding, and meeting all course requirements and policies as set forth in this syllabus and other accompanying documents.

Cheating and plagiarism will not be tolerated and will result in an "F" for the course. Plagiarism is representing the work of another as one's own (i.e., without proper acknowledgement of the source) and submitting academic work in whole or in part as one's own when such work has been prepared by another person or copied from another person. Paraphrasing without citing the source is considered plagiarism. Many Internet sites are available to guide you through the citation process. One that I recommend is the Online Writing Lab (OWL) at Purdue University. The address is: <http://owl.english.purdue.edu/>

### Examinations and Grades

Exams: There will be two exams given during the summer session. Tests will cover readings, lectures, presentations, and videos.

Field Assignments: You will be divided into teams to observe different cultural marketing and selling practices within Seoul and report back to the class. Specific details will be provided in-class.

Final Presentation: The course will end in final team presentations on Role of Culture in Global Marketing focusing on field research conducted in Seoul.

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### Course Grading

Each student's final grade for the class will be based on the following components and weights. A grade of 60 points is considered a passing grade. **SKKU regulations require students to attend at least 80% of all classes in order to pass, regardless of points.**

Exam 1	20%	20 points
Exam 2	20%	20 points
Field exercises	25%	25 points
Cases and discussions	10%	10 points
Final presentation	25%	<u>25 points</u>
Total		100 points

### COURSE SCHEDULE

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#### – WEEK I –

#### Monday (27 June)

What is culture?  
The cultural process.  
Use of symbols in culture

Readings provided

#### Tuesday (28 June)

Cultural Dynamics – time and space  
Language and time patterns  
Customer interactions and behaviors

Readings provided

#### Wednesday (29 June)

Hofstede's five dimensions and how they affect business  
Culture dynamics: interactions, mindsets, and behaviors  
Language, culture and communication

Readings provided

#### Thursday (30 June)

Selling styles based on culture  
Field research on different selling styles

Field Research in Seoul

#### – WEEK II –

#### Monday (4 July)

Field research results and presentations

#### Tuesday (5 July)

**Exam 1**

#### Wednesday (6 July)

Culture dynamics: interactions, mindsets, and behaviors  
Language, culture and communication

Readings provided

#### Thursday (7 July)

Culture dynamics: interactions, mindsets, and behaviors  
Language, culture and communication

Readings provided

– WEEK III –

Monday (11 July)

Culture dynamics: interactions, mindsets, and behaviors  
Language, culture and communication

Readings provided

Tuesday (12 July)

Market research in different cultures

Readings provided

Wednesday (13 July)

Fast food as a cultural icon (small group project)

Thursday (14 July)

Intercultural marketing strategy

Readings provided

The role of gender and concept of equality in cross-culture communication.

Friday (15 July)

**Exam 2**

– WEEK IV –

Monday (18 July)

Team presentations

Tuesday (19 July)

Team presentations  
Class wrap-up