



Sungkyunkwan University (SKKU) International Summer Semester (ISS) 2019

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

**Prof. Julie Pennington, University of Tampa, USA**

### **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 also 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 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 cultural based advertising and media.

Short, interactive cross-cultural scenarios and 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 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 results 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 Assignment:* 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

### 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	15%	15 points
Exam 2	15%	15 points
Field exercise	20%	20 points
Cases and discussions	25%	25 points
Final presentation	25%	<u>25 points</u>
Total		100 points

### COURSE SCHEDULE

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#### – WEEK I –

#### Thursday (27 June)

What is culture?

The cultural process.

Use of symbols in culture

Readings provided

#### Friday (28 June)

Simulation exercise on culture

(all material will be provided in class)

#### – WEEK II –

#### Monday (1 July)

Cultural Dynamics – time and space

Language and time patterns

Customer interactions and behaviors

Hofstede's five dimensions and how they affect business

Readings provided

#### Tuesday (2 July)

Culture dynamics: interactions, mindsets, and behaviors

Language, culture and communication

Readings provided

Readings provided

#### Wednesday (3 July)

**Exam 1**

#### Thursday (4 July)

Selling styles based on culture

Field research on different selling styles

Field Research in Seoul

#### – WEEK III –

#### Monday (8 July)

Local consumers and the globalization of consumption

Field research team presentations

Readings provided

Tuesday (9 July)

Market research in different cultures

Readings provided

Wednesday (10 July)

Fast food as a cultural icon

McDonalds/fast food cultural debate (class will divide into two opposing teams)

Team assignment for final debate. Debate rules distributed.

Thursday (11 July)

Cultural debate

– WEEK IV–

Monday (15 July)

**Exam 2**

Tuesday (16 July)

Intercultural marketing strategy

Reading

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

Wednesday (17 July)

Cross-cultural team exercise

(all material will be provided in class)

Thursday (18 July)

Team projects

Friday (19 July)

Team presentations

Class wrap-up