



Universidad de
La Sabana

SUBJECT SYLLABUS

ACADEMIC OVERVIEW

INTERNATIONAL SCHOOL OF ECONOMIC & ADMINISTRATIVE SCIENCES

SUBJECT NAME AND CODE: CULTURE IMPACT ON GLOBAL MARKETING

LEVEL OF STUDY: Undergraduate Program

GENERAL ACADEMIC INFORMATION	
LATEST UPDATE	2018
ACADEMIC AREA	Negotiation & International trade
SUBJECT TYPE	Elective
CREDIT POINTS	3
CLASSROOM HOURS PER WEEK	3
PRE-REQUISITES	None
LANGUAGE	English
INTERNATIONAL CONTENT	<ul style="list-style-type: none">• Readings taken from international journal articles• Reading materials in English• Research tasks on intercultural contexts• Development of projects with international or intercultural focus• International cases are used and compared against national reality• International bibliography is used
COURSE DETAILS	
COURSE DESCRIPTION	<p>“Culture is the collective programming of the mind which distinguishes the members of one group/ category of people from another.” (Hofstede, 1994)</p> <p>In a study on international negotiations between organizations, Korobkin, R. (2000) maintains that successful negotiations not only require technical proficiency i.e. communication technique, but also needs to understand the context in which those negotiations are being done in order to secure profitable contracts. Hence, The importance of cultural understanding in international companies can be seen in marketing strategies molded to target specific culture insights. This is considerably important in marketing considering that a company with weak understanding of the target company’s local culture can commit disastrous mistakes in developing the marketing strategy.</p>

	<p>“Culture is a fuzzy set of basic assumptions and values, orientations to life, beliefs, policies, procedures and behavioral conventions that are shared by a group of people, and that influence (but do not determine) each member’s behavior and his/her interpretations of the ‘meaning’ of other people’s behavior.” (Spencer, 2008), Therefore, the importance of cultural understanding with regards to marketing strategy, shows that culturally incompatible marketing can backfire and damage an organization’s reputation in many ways. Managers who do not understand other culture have a high probability of failure in the case of operating in other cultures.</p>
<p>COMPETENCES DEVELOPED</p>	<ul style="list-style-type: none"> • Team work • Come prepared to class. Be responsible • Mandatory discussion at class. Share augmented thoughts. • Test you English proficiency (Speaking and constant reading) • Research and investigation skills • Develop presentation skills (speak to a large audience) • Disposition to speak as well as to listen to your colleagues • Respect
<p>COURSE CONTENTS</p>	<ol style="list-style-type: none"> 1. Understanding the cultural effect in Marketing? Assign groups and cases 2. Culture 3. Branding awareness 4. Entry modes and alternatives 5. The COO effect 6. Travel culture, how marketing, gets to you 7. How cultural effects market strategies mind map
<p>ASSESSMENT</p>	<p>Discussion - 30% of the grade</p> <ul style="list-style-type: none"> • Classroom participation in case discussions and other capacities. • 5 cases will be discussed. • You must carefully read the cases before coming to class. Substantial contribution is expected. • There will be some “cold calling” (random calls to someone) in each session. • You should be prepared to present the entire case analysis every time, to take a position and argue it

forcefully, to offer a thorough critique of someone else's argument, and so on.

- Quality of preparedness and contributions will be judged by the knowledge of the facts and the ability to go beyond simple recitation of the facts and demonstration of analytical skills and research.
- Criticisms should remain impersonal and positive to foster a positive discussion culture in the classroom.
- If you have problems speaking in class, because you are nervous, are not fluent in English or because you have not prepared for the case, please email me before the class and we can work out some solutions.

Quizzes – 15% of the grade

- 5 Short Quizzes concerning marketing readings, latest news and cultural developments in business.

Group Case Presentation – 10% of the grade

- Each group will be expected to provide a short formal introduction and analysis of one of the 5 cases that will be discussed in the class. (Presentation and report)

Online activity – 10% of the grade

- 2 activities will be discussed on-line. (At least 3 posts expected from each student).

Case Presentation Guidelines

Introduction to Case (To be presented at start of case discussion – 30 to 40 minutes)

- Who is the protagonist?
- What are his or her objectives? As the protagonist, what (implicit or explicit) decisions must I make?
- What evidence do I have to help make the decision? (present without actually answering the case questions)
- What concepts in the class readings (text) inform this case?
- Provide your groups' analysis of the case questions.

- In doing so, consider: What alternate courses of action are available? What criteria should I use to judge the alternatives?
- What has happened since?

General Note: While I allow laptops in class while I am lecturing, during case discussions, I would like all laptops to be turned off (other than ones displaying the actual case) so that you can be fully immersed in the case discussion.

Memorandum – 10% of the grade

Each student will conduct an individual business memorandum for each case viewed in class with the following guidelines

- Must be one page long. Second page will only be for exhibits, tables or images for reference (Arial 12, 1.5 space)
- Must have a brief intro and your personal decision on the outcome of the case

Group Research Project Questions and Presentation 20% of the Grade

Following APA Guidelines, the following points must be addressed:

1. Executivesummary
2. Company summary
3. Quantitative Analysis (choosing a country for investment considering KPI's)
4. Qualitative Analysis (PEST Analysis)
5. Entry mode for the company
6. 4 P's Production Mix considering Hofstede's Cultural dimensions
7. Marketing strategies that fit the country and city
8. Conclusion

There are 2 deliverables:

- Day before the presentation: send your ppt, prezi or emaze with project Results
- Research document with results (minimum 20 page with cover page, index, executive summary, conclusions and reference)

Peer evaluation group 5% of the grade At the end of each group presentation, a short survey will handed to the groups so they can evaluate the following points of the presentations

- Creativity
- Research material
- Communication
- Time Management

Missed Class Make-Up Policy

- If you need to miss a class, you can partially make up attendance
by writing up the answers to the case questions we discussed that day.
- Please keep these write-ups to no more than 1 page (single spaced) per case.
- Write-ups are due no later than the class period following the missed class.
- Missing more than one or two classes in the course will have a highly detrimental effect on your grade.