

Course syllabus

1. Core data

Course code	Credits	Semester		
CULCO_VTMAR	6	Spring 2024		
Course title in English				
Cross-cultural Communication w. Marketing				
Course title in Hungarian				
Course title in other language				
Course leader	Institute			
Stuart Durrant	Institute of Marketing			
Course type	Type of final assessment			
Elective	Test			
Language of instruction	Class schedule			
English	4 x 45			
Number of theoretical classes per week (full-time programmes)	Number of practical classes per week (full-time programmes)			
2	2			
Term when the course is announced/started				
Spring 2024				

2. Main features

Course objectives
The course is designed to provide students with an understanding of different cultures, the role of cultural differences and country images in everyday communication and in corporate marketing strategies.
The course should enable students to appreciate the issues, problems, and challenges inherent in cultural differences and to apply their knowledge in an international marketing context.
Brief description of the course
In the first part of the semester (until the midterm) the focus of the course will be on discussing cultures, different theories of culture, country images, stereotypes, analyzing specific countries from different points of view, and considering in depth considerations of communication patterns and styles.
In the second part of the semester - based on the concepts learnt in the first part - students will practice how to use this knowledge in evaluating companies' cultural environments, the impact of these on international marketing activities and formulating intercultural marketing strategies.

3. Learning outcomes

Skills	Knowledge	Attitudes	Autonomy and responsibility
Intercultural Sensitivity:	<p>The ability to understand, appreciate, and effectively navigate cultural differences,</p> <p>Awareness of one's own cultural biases and assumptions.</p>		
Communication Adaptability	The capacity to adjust communication styles, strategies, and behaviors according to the cultural context and preferences of interlocutors.	Mindful Listening Ethnorelativity Cognitive Flexibility	Self-research on topics and evaluation of sources.
Conflict Resolution:	<p>Proficiency in managing and resolving conflicts that arise from cultural misunderstandings or differences,</p> <p>Employing culturally appropriate strategies for negotiation and mediation.</p>		

4. Assessment system of the course

Method of assessment		
Hybrid Exam/Presentation/Active participation & contribution		
Study activity	Minimum requirement for the course completion (if any)	Weighting of student activity in the final assessment (%)
Active Participation		20%
Midterm		20%
Group Presentations (2)		30%
Final Exam		30%

5. Compulsory readings

Compulsory reading	URL
Compulsory electronic reading materials will be made available to candidates at relevant intervals throughout the course	

6. Recommended readings

Recommended reading	URL
J.C. Usunier: Marketing across cultures	

7. Thematic weekly schedule

Week no.	Brief description of topic
1	Intro and definitions. Stereotyping and ethnocentrism
2	LMR model of culture, Linear-, Multi- and Re-active types
3	Hofstede Cultural Dimensions, from Power Distance to Indulgence
4	Communications - Fallacies - Differing cultural rationalization
5	Communications - Argumentation - Differing cultural presentation styles
6	Communications - Non verbal communication patterns
7	Midterm Test
8	Group Presentations I – Allocated cultural overviews
9	Cultural clusters in marketing - an exercise in consolidation
10	Org Cult I. Intro and Concepts of Organizational culture
11	Org Cult II - Trompenaars 4 quadrant Person/task orientation model
12	Org Cult III - Hofstede Multifocus 6 dimensions model
13	Group Presentations II – Applied Marketing Plan
14	Final Exam

8. Class data

Course code	Course type	Lecturer(s)	Time and venue
CULCO_VTMAR	Lecture	Stuart Durrant	Tues. 09.50
CULCO_VTMAR	Seminar	Stuart Durrant	Tues. 11.40

9. Prerequisites and further information

Description of prerequisites and further information
N/A

10. Class participation

Attendance – being present at class sessions is necessary, but not sufficient. **Involvement** – being active in class sessions, showing understanding and knowledge of concepts and topics is necessary for a good evaluation, but insufficient for an excellent one. **Synthesis** – the ability to contextualize and apply knowledge in new and relevant ways is the determinant of excellence in participation.

11. Plagiarism

Any and all statements contained in any assignment or paper that are based upon ideas or words of another must be properly credited to the original author or source. Paraphrasing the ideas or words of another is acceptable so long as the original author or source is cited. DO NOT quote words or expressions from existing works verbatim without designating the passage as a quote and crediting the source. Any student who plagiarizes the work of any other person (author, professor, student, parent, friend, etc.) is committing academic dishonesty and misconduct. Any student caught committing plagiarism will automatically fail the course.

12. Grade Conversion Table for Courses taught in English

Percentage achieved	Hungarian Grade	ECTS Grade	International Grade	Explanation
96-100	5	A	A+	Excellent
91-95	5	A	A	Excellent
86-90	5	A	A-	Excellent/ Very Good
80-85	4	B	B+	Very Good
75-79	4	B	B	Very Good
70-74	4	B	B-	Good
66-69	3	C	C+	Good
63-65	3	C	C	Fair
60-62	3	C	C-	Satisfactory
56-59	2	D	D+	Satisfactory
53-55	2	D	D	Low pass/Sufficient
50-52	2	D	D-	Low pass/Sufficient
0-49	1	F	F	Fail, no credit
		FX/F	N	No grade received, no credit