



Bachelor's courses School of Business and Economics

VU University Amsterdam - Student- & Onderwijszaken - Exchange programme Vrije Universiteit - 2018-2019

Cross Cultural Marketing

Course code	E_IBA1_CCM ()
Period	Period 5
Credits	6.0
Language of tuition	English
Faculty	School of Business and Economics
Coordinator	drs. I.J.C. Leijen
Examinator	drs. I.J.C. Leijen
Teaching staff	drs. I.J.C. Leijen, dr. J. Eelen
Teaching method(s)	Lecture, Study Group
Level	100

Course objective

ACADEMIC AND RESEARCH SKILLS – STUDENTS CAN CONDUCT A BASIC INTERNATIONAL RESEARCH PROJECT FROM START TO FINISH

Academic Skills (three As)

After successfully completing this course, the student

- can analyze and demonstrate an understanding of problems from different perspectives (Analysis)
- is able to recognize fundamental structures and to leave out irrelevant information (Abstraction)
- is able to put forward well-founded, substantiated points of view, both in spoken and written format (Argumentation)

BRIDGING THEORY AND PRACTICE

KNOWLEDGE: Demonstrates theoretical and empirical knowledge concerning the relevant areas in international business administration

After successfully completing this course, the student:

- can explain the basic theories, models and concepts of cross-cultural marketing
- is able to make connections between those theories, models, and concepts

APPLICATION: Can propose a solution to an international real-life business problem by applying relevant theories and methodologies.

After successfully completing this course, the student:

- is able to apply theoretical knowledge in a specific business situation
- actively experienced a real-life case in the field of cross-cultural marketing
- is able to select the correct method and / or technique for quantifying, analyzing and solving a specific problem
- is able to translate, communicate, and disseminate quantitative results to relevant stakeholders

SOCIAL SKILLS – STUDENTS ARE ABLE TO EFFECTIVELY MANAGE DIFFERENT PROFESSIONAL ROLES IN A CROSS-CULTURAL ENVIRONMENT

After successfully completing this course, the student:

- is a good listener and can empathize with the other person's concerns
- excels at presenting (both orally and in writing) on substantive aspects of the discipline
- has a thorough understanding of roles and needs of different types of stakeholders

- can work well in a team and reflect on his/her own role in the team
- is sensitive to cross-cultural differences, understands how these translate into social contexts and is able to deal with those differences in social interactions

SELF-AWARENESS – STUDENTS CAN EVALUATE OWN LEARNING, KNOWLEDGE AND ACTIONS

After successfully completing this course, the student:

- takes responsibility for his own actions
- has made well-founded decisions and can support those choices
- can reflect on his/her personal development
- can open up to and deal with feedback from others

Course content

This course offers you a fundamental knowledge of the marketing field, while at the same time creating an intercultural sensitivity. Although the consequences of cultural differences are obvious, they are not simple to analyze, describe or categorize. We start from a people perspective, building on your understanding of cultural differences and intercultural interactions and move from there to connecting this knowledge to international marketing. You will gain a basic knowledge and understanding of marketing strategy and tactics and what you as a marketer need to be sensitive to when practicing marketing across cultures.

Form of tuition

Lectures
Tutorials

Type of assessment

Written exam – Individual assessment
(Interim) Assignments – Team assessment
Team participation - Individual assessment (through peer review)
Mandatory attendance and participation in tutorials

Course reading

Book: To be announced
A list of scientific articles will be provided through the electronic learning environment
Additional (required) materials will be shared through electronic learning environment.

Entry requirements

None

Recommended background knowledge

1.1 People in Business and Society
1.1 Business Mathematics
1.4 Business Statistics