

Marketing Across Culture

Section 1

| | |
|------------------|------------------------|
| Instructor/Title | Dr. Stephen A. Zurcher |
|------------------|------------------------|

【 Course Outline / Description】

This course will cover readings and discussions on marketing across culture with a focus on Asia. The course emphasizes the role of diversity in world markets and the importance of local consumer knowledge and marketing practices. A cross-cultural approach is used which compares national marketing systems and local commercial customs in various countries. Finally, the study of interaction between business people from different cultures is discussed and will be simulated in class using case studies. While examples in the course will be global, the focus will be on Asia and in particular Japan.

Section 2

【 Course Objectives/Goals/Learning Outcomes】

The Marketing Case Study Project is a core component of the course and is designed to develop a range of both academic and practical skills that can also be transferred to the workplace. Further details will be provided but an outline of the components (proposal, presentation, submission). Students will be able to analysis various marketing situations and create on their own recommended solutions based on the course content, assignments and class discussion. A base foundation of cultural sensitivity and creativeness will be the key learning objective for this class.

Section 3

【Class Schedule /Class Environment, Literature and Materials】

Course schedule

| Date | Week | Session | Topic |
|----------|------|---------|---|
| 09/06/18 | 1 | 1 | Class Introduction |
| | | 2 | In Class Exercise |
| 09/13/18 | 2 | 3 | Movie: Hafu |
| | | 4 | Class Discussion |
| 09/20/18 | 3 | 5 | Chapter One Discussion |
| | | 6 | Chapter Two Discussion |
| 09/27/18 | 4 | 7 | Chapter Three Discussion |
| | | 8 | Chapter Four Discussion |
| 10/04/18 | 5 | 9 | Test 1 (Chapters 1 to 4) |
| | | 10 | Costco Trip |
| 10/11/16 | 6 | 11 | Test Review/ Case Selection/Case Presentation Guideline |
| | | 12 | Chapter 6 & 8 Discussion |
| 10/18/18 | 7 | 13 | Chapter 9 Discussion |
| | | 14 | Chapter 12 Discussion |
| 10/25/18 | 8 | 15 | Kansai Gaidai Holiday |
| | | 16 | |

| | | | |
|----------|----|----|---|
| 11/01/18 | 9 | 17 | Team Meetings |
| | | 18 | |
| 11/08/18 | 10 | 19 | Test 2 (Chapters 6,8,9,12) |
| | | 20 | Team Presentation One: Rakuten Japan |
| 11/15/18 | 11 | 21 | Team Presentation Two: Louis Vuitton in Japan |
| | | 22 | Team Presentation Three: Asian Pop Music |
| 11/22/18 | 12 | 23 | Team Presentation Four: Fast Retailing Uniqlo |
| | | 24 | Guest Lecture: KitKat Japan Case Study |
| 11/29/18 | 13 | 25 | Team Presentation Five: Schindler in India |
| | | 26 | Guest Lecture: The Power of Apology in Business in Japan |
| 12/06/18 | 14 | 27 | Team Presentation Six: Kikkoman in USA |
| | | 28 | Team Presentation Seven: Shiseido and the China Market |
| 12/13/18 | 15 | 29 | Team Presentation Eight: KFC in China |
| | | 30 | Class Wrap Up/Student Evaluations |

【Textbooks/Reading Materials】

Required Readings

It is particularly important that you attend the class having completed the required reading. Failure to do so will seriously impair your ability to participate fully in the class. There may be additions to this list during the course.

Key text

Usunier, Jean-Claude and Julie Anne Lee (2009), **Marketing Across Cultures**, 6/E, Pearson, Prentice Hall Europe. ISBN: 978-0-273-71391-3, Format: Paper; 479 pp. Website: www.pearsoned.co.uk/usunier

Other Resources

To be assigned as needed during the course of the class.

Section 4

【Learning Assessments /Grading Rubric】

Methods of Assessment

- Case Study Presentation 30%
- Two Tests Total 30%
- Final Exam 20%
- Class Journal/Participation 20%

Section 5

【Additional Information】

This is an enjoyable class for both marketing majors and for those that are non-business majors.