

KANSAI GAIDAI UNIVERSITY
ASIAN STUDIES PROGRAM

Marketing Across Cultures

Dr. Stephen A. Zurcher

Fall 2019 Semester

Course handbook

Marketing Across Cultures:

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Course and contact details

Course organizer Dr. Stephen A. Zurcher
Contact details Office 6406
 szurcher@kansaigaidai.ac.jp

Class Management www.edmodo.com
 Group code: TBA

Semester Fall 2019
Thursday 3pm to 4:30pm and
 4:40pm to 6pm

Room both days: 6304 (ICC building)

Course 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.

Course schedule

| Date | Week | Session | Topic |
|----------|------|---------|---------------------------------------------------------|
| 09/05/19 | 1 | 1 | Course Introduction |
| | | 2 | Chapter 1 discussion |
| 09/12/19 | 2 | 3 | Movie: Hafu |
| | | 4 | Guest Lecture: Edward Sumoto & David Yano |
| 09/19/19 | 3 | 5 | Chapter 2 discussion |
| | | 6 | Chapter 3 discussion |
| 09/26/19 | 4 | 7 | Chapter 4 discussion |
| | | 8 | Test 1 (Chapters 1-4) |
| 10/03/19 | 5 | 9 | Test Review/ Case Selection/Case Presentation Guideline |
| | | 10 | Chapter 6 discussion |
| 10/10/19 | 6 | 11 | Costco Japan Case Study |
| | | 12 | Field Trip to Costco Kyoto |
| 10/17/19 | 7 | 13 | Chapter 8 discussion |
| | | 14 | Chapter 9 discussion |
| 10/24/19 | 8 | 15 | Chapter 12 discussion |
| | | 16 | Test 2 (Chapters 6,8,9,12) |
| 10/31/19 | 9 | 17 | School Holiday |
| | | 18 | |
| 11/07/19 | 10 | 19 | Team Meeting Day |
| | | 20 | |

| | | | |
|----------|----|----|----------------------------------------------------------|
| 11/14/19 | 11 | 21 | Team Presentation One: Rakuten Japan |
| | | 22 | Team Presentation Two: Louis Vuitton in Japan |
| 11/21/19 | 12 | 23 | Guest Lecture: KitKat Japan Dr. Philip Sugai |
| | | 24 | Team Presentation Three: Asian Pop Music |
| 11/28/19 | 13 | 25 | Team Presentation Four: Kikkoman in USA |
| | | 26 | Team Presentation Five: Fast Retailing Uniqlo |
| 12/05/19 | 14 | 27 | Team Presentation Six: Schindler in India |
| | | 28 | Guest Lecture: The Power of Apology Dr. Kobayashi |
| 12/12/19 | 15 | 29 | Team Presentation Seven: Shiseido and the China Market |
| | | 30 | Team Presentation Eight: KFC in China |
| 12/19/19 | 16 | 31 | Final Exam: Marketing Case Study |

Minimum Requirements

- ** Regular attendance is expected at all sessions
- ** Submission of assignments on time
- ** Active participation in all classes
- ** Full collaboration by each student on team projects
- ** Three hours of preparation per class

Methods of Assessment

Summary

- | | |
|-------------------------------------------|-----|
| <input type="checkbox"/> Case Study Work | 30% |
| <input type="checkbox"/> Two Tests Total | 30% |
| <input type="checkbox"/> Final Essay Exam | 20% |
| <input type="checkbox"/> Student Journal | 10% |
| <input type="checkbox"/> Participation | 10% |

Further details on assessment

Case Study Project

Overview

The 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) can be found below. Time is given in class for teams to prepare for their case presentations.

Note that each student in the class must read the case study prior to presentation

Presentation

Presentations are scheduled as per the course outline. Further guidance on presentations will be provided once the course has commenced. Presentation time is set for 45 minutes including question and answer time. Each team member must present to the class during the 45 minutes.

The specific criteria upon which you will be assessed are the following equally weighted:

- 1) Summary of case to class
- 2) Analysis of cultural elements in the case based on course content
- 3) Recommendations for the company/industry in the case
- 4) Creative aspects of the presentation
- 5) Team feedback form

As regards preparing for your presentations, do feel free to consult me in advance either during office hours or by e-mail, especially if you need to book audio-visual equipment in advance.

Team Feedback Form from each student

Each student will be required to submit an individual confidential peer-evaluation of the contribution of team members to the case study work. Students failing to turn in their peer-evaluation form will lose all the points attributed to teamwork on the case study. This portion will represent 20% of the presentation grade.

Class participation

You are required to actively participate in class. We will often break into smaller groups for discussion and I will often seek comments from the class during lectures.

Student journal

Students are required to write a journal for the course of the semester. Entries will be weekly on the student experiences and observations relating to course content. For example cross-cultural experiences over the course of the semester. Each entry per week can be from a half page to a full page. This journal will be submitted at the end of the semester.

Reading

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. The key text for this course (listed below) can be found on my reserved shelf in the library. At least one copy of each core text is reserved for use in the library only.

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.