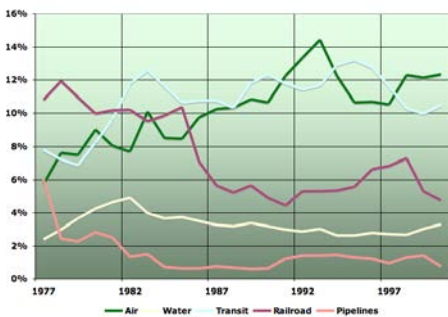


KANSAI GAIDAI UNIVERSITY

ASIAN STUDIES PROGRAM

Marketing Across Cultures



Dr. Stephen A. Zurcher
Spring 2020 Semester

Course handbook

Marketing Across Cultures:

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Course and contact details

Course organizer Dr. Stephen A. Zurcher
Contact details Office 6405
 szurcher@kansaigaidai.ac.jp

Class Management www.edmodo.com
 Group code:

Semester Spring 2020
Wednesday 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 objectives

Students in this course will be exposed to the acculturation process as it applies to the business world. By living in Japan the influence of culture will be a daily occurrence. This class will help turn those experiences along with the learning and activities of our study to create within the students a cultural awareness and flexibility that will lead to greater success in an international business career or other global activities.

Course schedule

Date	Week	Session	Topic
01/29/20	1	1	Course Introduction
		2	Chapter 1 discussion
02/05/20	3	5	No Class due to Professor Travel
02/12/20	4	6	No Class due to Professor Travel
02/19/20	5	7	Chapter 2 discussion
		8	Chapter 3 discussion
02/26/20	2	3	Chapter 4 discussion
		4	Test 1 (Chapter 1-4)
02/29/20*	6	9	Make Up Class Movie: Hafu
		10	Discussion of Movie with David Yano and Edward Sumoto
03/04/20	7	11	Test Review/ Case Selection/Case Presentation Guideline

		12	Chapter 6 discussion
03/11/20	8	13	Costco Japan Case Study
		14	Field Trip to Costco Kyoto
03/18/20	9	15	Spring Break Holiday
		16	
03/25/20	10	17	Team Meeting Day for Case Study Presentations
		18	
04/01/20	11	19	Chapter 8 discussion
		20	Chapter 9 discussion
04/08/20	12	21	Chapter 12 discussion
		22	Test 2 (Chapters 6,8,9,12)
04/15/20	13	23	Team Presentation One: Rakuten Japan
		24	Team Presentation Two: Louis Vuitton in Japan
04/22/20	14	25	Guest Lecture: Dr. Philip Sugai
		26	Team Presentation Three: Asian Pop Music
04/29/20	15	27	Team Presentation Four: Kikkoman in USA
		28	Team Presentation Five: Fast Retailing Uniqlo
05/13/20	16	29	Team Presentation Six: Schindler in India
		30	Guest Lecture: Power of Apology in Japan Kobayashi-sensei
05/20/20	17	31	Team Presentation Seven: Shiseido and the China Market
		32	Team Presentation Eight: KFC in China

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.

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.

Work outside of the classroom

While not specifically assigned in order to complete class assignments, such as the case study assignment, students would benefit from activity outside the classroom. For example if your case study is Louis Vuitton you may want to visit a Louis Vuitton store in order to understand the marketing strategy used by the company in Japan.

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.