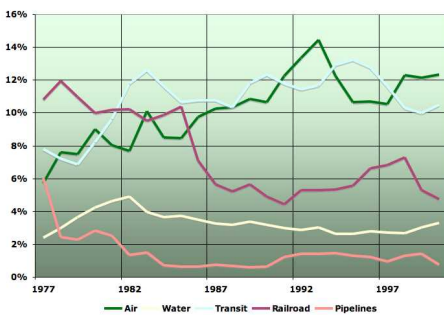


KANSAI GAIDAI UNIVERSITY

ASIAN STUDIES PROGRAM

Marketing Across Cultures



Dr. Stephen A. Zurcher
Spring 2023 Semester

Course handbook

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
01/25/23	1	1	MAC Course Introduction
		2	Chapter 1 discussion The Cultural Process
02/01/23	2	3	Hafu Movie Viewing
		4	Guest Lecture: David Yano via Zoom
02/08/23	3	5	Chapter 2 discussion Cultural Dynamics: Time and Space
		6	Cowabunga Game in Class
02/15/23	4	7	Chapter 3 discussion: Cultural Dynamics: Interactions and Behaviors
		8	Chapter 4 discussion: Language, Culture and Communication Test 1 (Chapter 1-4) Bring PC to Class
02/22/23	5	9	Test Review/ Case Selection/Case Presentation Guidelines

		10	Chapter 6 discussion Local Consumer/Globalization of Consumption
03/01/23	6	11	Costco Case Study: Guest lecture by Costco Japan Manager
		12	Field Trip to Costco Kyoto Store
03/08/23	7	13	Chapter 8 discussion Intercultural Marketing Strategy
		14	Chapter 9 discussion Product Strategy; Physical, Service and Symbolic Attributes
03/15/23	8	15&16	Team Meetings to prepare for Case Study Presentations
03/29/23	9	17	Chapter 12 discussion Branding & Cultural Branding David B. Holt
		18	Test 2 (Chapters 6,8,9,12) Bring PC to class
04/05/23	10	19	Team Presentation One: Rakuten Japan
		20	Marketing Game Round One in Class
04/12/23	11	21	Team Presentation Two: Louis Vuitton Japan
		22	Marketing Game Round Two in class
04/19/23	12	23	Team Presentation Three: KitKat Japan
		24	Marketing Game Round Three in class
04/26/23	13	25	Team Presentation Four: Asian Pop Global
		26	Marketing Game Round Four in class
05/10/23	14	27	Team Presentation Five: Brand Singapore
		28	Marketing Game Round Five in class
05/17/23	15	29	Team Presentation Six: KFC in China
		30	Marketing Game Round Six in class
		31	Collect Team Feedback Forms

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 Presentation	25%
<input type="checkbox"/> Two Tests Total	30%
<input type="checkbox"/> Final Essay Exam	10%
<input type="checkbox"/> Marketing Game	15%
<input type="checkbox"/> Journal/Assigned Papers	10%
<input type="checkbox"/> Participation in class	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 to 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 Papers

Students are required to write several short papers and/or a journal for the course during the semester. Each paper is to be no longer than 500 words or about one page.

Marketing Game in Class

For six sessions students in teams will compete with each other in a marketing simulation game. There is a USA \$35 fee that students will need to pay in order to participate in the game. The game is mandatory and will be graded.

Final Exam

The Final Exam will be given and will be completed outside of class. You will review a brief case study I will select and analyze it as with the case study presentations that are made in the last six weeks of the case. The Final Exam will be done individually and not in teams.

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 the required reading list during the course. The key text for this course (listed below) will be distributed to the students at the start of the course. It can also be found online.

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.