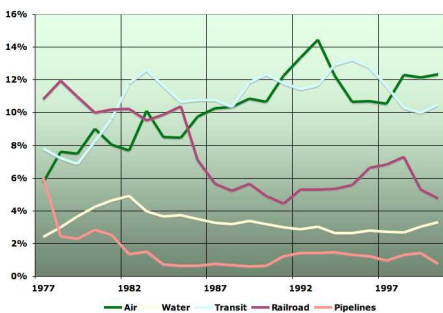


KANSAI GAIDAI UNIVERSITY

ASIAN STUDIES PROGRAM

Marketing Across Cultures



Dr. Stephen A. Zurcher
Spring 2024 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

Office Hours: By appointment only

Class Management Kansai Gaidai Blackboard
Harvard Course Pack XXXXXXXXXXXXXXX

Course schedule time:
Wednesday 15:00 to 16:30 First session
Wednesday 16:40 to 18:10 Second session

Classroom location: 6XXX 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
02/07/24	1	1	Course Introduction and registration for Harvard course pack
		2	Chapter 1 Similarities and Differences Across and Within Cultures
02/14/24	2	3	Hafu Movie Showing
		4	Discussion of the Hafu Movie
02/21/24	3	5	Chapter 2 Communication and Language
		6	Rakuten Case Study by Professor
02/28/24	4	7	Chapter 3 Intercultural Interactions in Business and Marketing
		8	Exam Chapters One to Three in class (bring PC)

03/06/24	5	9	Chapter 4 Market Entry and Expansion Decisions Across Cultures
		10	Cowabunga Game in Class
03/13/24	6	11	Chapter 5 Cross-Cultural Marketing Strategy and Implementation
		12	Holt Cultural Branding Class Discussion
03/20/24	7	13	Chapter 6 Designing a Culturally Sensitive Business Plan
		14	Exam Chapters Four to Six in class (bring PC)
04/03/24	8	15	Case Study and Game Assignments
	9	16	Costco Case Study and Field Trip to Kyoto Costco Store
04/10/24		17&18	Team Meetings to prepare for Case Study Presentations
04/17/24	10	19	Team Presentation One: Louis Vuitton Japan
		20	Marketing Game Round One in Class
04/24/24	11	21	Team Presentation Two: Nestle KitKat in Japan
		22	Marketing Game Round Two in class
05/01/24	12	23	Team Presentation Three: Yum Brands, KFC in China
		24	Marketing Game Round Three in class
05/08/24	13	25	Team Presentation Four: Kidezania: Spreading Fun Around the World
		26	Final Exam Assigned & Marketing Game Round Four in class
05/15/24	14	27	Team Presentation Five: Paris Saint-Germain, Top Global Sports Brand
		28	Marketing Game Round Five in class
05/22/24	15	29	Team Presentation Six: BTS, K-Pop Goes Global

			Journals and Final Exam due in class (no late acceptance)
		30	Marketing Game Round Six in class

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
- ** Two to Three hours of preparation per class

Methods of Assessment

Summary (60% individual grading, 40% in teams)

- Team Case Study Presentation 25%
- Two Exams Total 30%
- Final Essay Exam 10%
- Team Marketing Game 15%
- Journal by each student 10%
- Active Participation in class 10%

Further details on course 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 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 team presentation.

The specific criteria upon which you will be assessed are the following, each 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 case 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. Also there is a very successful Kidszania in Kobe next to the Koshien baseball facility.

Student Journal

Students are required to write a journal for the course during the semester which will be collected at the end of the semester. You are required to make one journal entry over the fifteen weeks of our course.

Marketing Game in Class

For six sessions students in teams will compete with each other in a marketing simulation game. There is a USA \$43 fee that students will need to pay in order to participate in the game. The game is mandatory and will be graded. See this URL to register for the game. XXXXXXXXXXXXX

Final Exam

The final exam will be completed outside of class. You will review a brief case study to analyze as with the team case study presentations that are made in the last six weeks of the course. The final exam will be done individually and not in teams. It will be due the last day of the course.

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.

Key text

Business & Marketing Across Cultures, July 2023 Sage Publications

Authors: Julie Anne Lee, Jean-Claude Usunier and Vasyl Taras

280 pages

Other Resources