



Marketing Across Cultures
April 2013

Instructor: Matthew Allen Hawkins
Email: matthewallen.hawkins@esade.edu or

Course Aims:

This course is designed to approach marketing activities from a cultural perspective. Culture, for the most part, will be viewed as a structuralization mechanism that enables and constrains behavior. Developing an understanding of differing cultures requires close observation of the practices humans enact and the relations they form with other humans and objects.

The purpose of the course is to develop a mindset that society is created through action. These actions can be supported by marketing activities. Additionally, perhaps, actions might be able to change society.

The class will provide an opportunity for students to practice analyzing culture and developing skills to foreshadow where a specific culture is going. Lastly, the class will strive to provide an open atmosphere to have interesting discussions and fun.

Course Content:

The main topics include:

- * Marketing Strategy, Research and Communication
- * Brand Management
- * Product Development

With a particular focus on the role of culture.

Learning Objectives:

On completion of this course a student should be able to:

A. Knowledge and Understanding:

- Understand that there are numerous overlapping cultures.
- Develop an accepting and supportive view towards differing cultures.
- Offer coherent rationales for tailoring marketing mixes towards distinct cultures.

B. Subject-Specific Skills:

- Identify elements of marketing messages that can be tailored.
- Discuss multiple strategies to research cultures.
- Create a marketing plan for targeting distinct cultures.

C. General Skills:

- Critically evaluate mechanisms that impact culture.
- Tailor messages and requests to a group's interests.
- Logically defend ideas and participate in debates, in a civilized manner.

Teaching and Learning Methods:

The class will utilize lecturing and discussions to provide content. Asking questions and openly talking about one's views are key to enhancing learning. Additionally, presentations, videos and marketing material will be liberally introduced throughout the class. Discussions and submitted work, along with a presentation will be available for students to demonstrate their mastery of the concepts taught in class.

Assessment:

Final Project: 40% or 240 points

Final Exam: 50% or 300 points

Class Discussion Participation: 10% or 60 points (10 points per day).

Bibliography:

All readings are provided on the class Moodle.

Aaker, David & Joachimsthaler, Erich (1999). The Lure of Global Branding. *Harvard Business Review*, 77(Nov-Dec), p. 137-144.

Bruner, Jerome (1990). *Acts of Meaning*. Chapter 1. Harvard University Press. Cambridge: Massachusetts.

Leigh, Thomas; Peters, Cara & Shelton, Jeremy (2006). The Consumer Quest for Authenticity: The Multiplicity of Meanings within the MG Subculture of Consumption. *Journal of the Academy of Marketing Science*, 34(4), p. 481-493.

Levitt, Theodore (1983). The Globalization of Markets. *Harvard Business Review*, 61(3), p. 92-102.

McCracken, Grant (1986). Culture and Consumption: A Theoretical Account of the Structure and Movement of the Cultural Meaning of Consumer Goods. *Journal of Consumer Research*, 13 (June), p. 71-84.

Muñiz, Albert & O'Guinn, Thomas (2001). Brand Community. *Journal of Consumer Research*, 27(4), p. 412-432.

Schau, Hope Jensen, Muñiz, Albert & Arnould, Eric (2009). How Brand Community Practices Create Value. *Journal of Marketing*, 73(5), p. 30-51.

Von Hippel, Eric (1998). Economics of Product Development by Users: The Impact of "Sticky" Local Information. *Management Science*, 44(5), p. 629-644.

Wenger, Etienne (2000). Communities of Practice and Social Learning Systems. *Organization*, 7(2), p. 225-246.

Course Materials:

In lieu of using a standardize textbook, we will use academic publications and maybe a book chapter or two. This will ensure that we are always using the best and most updated information possible. We will rely heavily on Moodle for disseminating information/readings so please make sure you check that source regularly.

Videos played in class will also be linked or uploaded to the Moodle site.

Assignments:

Class sessions will consist primarily of lectures, discussions, projects and student presentations. Reading assignments are to be completed before class. Class discussion is encouraged and cannot be productive if familiarity with the topic does not exist. If I notice a lack of class discussion, I hold the right to have a pop-quiz where the points are embedded into your test scores. Any additional assignments, quizzes, etc. will be embedded into your exam grade.

Attendance & Late Work:

Although attendance is not required, research confirms that regular class attendance is positively correlated to course performance. In addition to the expectation of regular class attendance, you are expected to read any assigned readings ahead of lectures. It is your responsibility to get notes from a classmate if you miss class. Also, a good portion of your final grade is based on participation, it will be impossible to get points if you are not in class.

Unless changed by me, deadlines noted in the course schedule and subsequent handouts are firm. Be sure to allow adequate time to resolve unanticipated or anticipated problems with respect to course deadlines. Late assignments will not be accepted. Late is considered any time after the assigned class period. Any exception to this will be given only in circumstances deemed extraordinary by the instructor.

Classroom Professionalism:

Classroom professionalism is to be maintained at all times. My goal is to create a positive, courteous, and respectful environment that is conducive to learning. Any person engaged in disruptive or distracting behavior (this includes excessive interruptions by cell phones or pagers,

consistently arriving late or leaving early, not contributing to the class discussion, etc...) can lower your course grade. I will provide verbal notice of concern in advance of the grade reduction.

Laptops are not allowed to be used in class.

Yes, mobile phones are also prohibited. Tablets ? Yes, those are not allowed as well.

Email Professionalism:

I expect all emails regarding this class to follow proper email etiquette. This is also what will be expected of you in the business world. Some necessities for writing a professional email include: staying concise, not writing in all lower case or capitals, using a meaningful subject line, making the email personally addressed, avoiding the words 'urgent' and 'important' and using proper spelling, grammar and punctuation. Emails that have been written to me in an unprofessional manner will be returned to the student with corrections to be made before a response is warranted.

Grades:

My goal is to make my classroom as fair as possible. Therefore, pleading for a better grade will not be tolerated. Remember: **grades are earned and not given**. Course grades will be assigned on a percentage basis of total points possible. Absolutely no rounding will occur.

The points in the class are as follows :

Final Project: 40% or 240 points

Final Exam: 50% or 300 points

Class Discussion Participation: 10% or 60 points (10 points per day).

Class Discussion Participation :

The class will heavily rely on discussions in class. Therefore, active participation is necessary to advance our learning. The general outline of the class is provided but what we ultimately learn will be determined by our discussions. So, take active control of your learning and participate. This means meaningful participation, state your opinions and justify those. Don't repeat what others say or say random stuff, that doesn't count as participation. That is a disruption, a distraction, a waste of our time.

Remember, discussions need to be friendly and cordial. We are all learning. We need to support this process with positive comments and support. Please disagree with others and the instructor but don't be personal and base disagreements on rational arguments. I hardly doubt there will be many "hard facts" in this class so we all should have slightly different opinions. There is no right way to target or create markets. Thus, I am not looking for "right" answers; rather, I expect coherent, well-organized and justified answers.

Final Exam:

The final exam will be a conducted on the last day of class. The exam is projected to be composed of a series of short essay answers.

Final Project:

The final project will be presented and turned in on the final day of class. The project provides you with the opportunity to demonstrate how you would enter a cultural market with a new offering.

The project can be done individually or with one other class member. As you are able to select groups, you are responsible for maintaining group dynamics. This is an accelerated course therefore it is suggested to begin working on your project as soon as possible.

More details regarding the project are provided on the project grading rubric. However, the grade will be a composite of the final turned in report and the presentation give in class.

Tentative Class Schedule:

Day	Topic	Readings & Assignments	Additional Information
April 4	Culture Overview Customization vs Standardization	Levitt (1983) Aaker & Joachimsthaler (1999)	
April 5	Cultural Research	Wenger (2000)	
April 11	Culture Producers & Movement	McCracken (1986) Bruner (1990)	Submit team Optional: Project idea submission
April 12	Product Development	von Hippel (1998)	
April 18	Brand Management	Schau, Muñiz & Arnould (2009) Muñiz & O'Guinn (2000) Leigh, Peters & Shelton (2006)	
April 19	Final Project Final Exam		Submit & Present Final Project