COURSE TITLE: MARKETING ACROSS CULTURES

Bachelor course (for students in the final year of study) & Master course
ECTS credits: 7

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Aims of the course:
The aim of the course is to give students knowledge and comprehension for understanding the relevance of culture to marketing and the strategic opportunities and challenges arising in culturally diverse and dynamic contexts. The course provides students with competencies to identify the role of culture in marketing and adopt a cultural approach to marketing that takes into account the complexity of the culture concept.

Course syllabus:
The course will address the topics and questions indicated below. We will begin with defining culture and its role in marketing, and move on to specific applications of cultural knowledge in marketing. Special attention will be given to issues of globalization and marketing in the “Developing World”.

1 Culture across marketing:
What is culture? What is its relevance to marketing? What are the different schools of cultural research? What cultural perspective do we adopt?

2 Cultural models:
How can culture be quantified? What are the different models of culture & how are they used in marketing?

3 Beyond essentialist models of culture - The case of food culture:
What are the limitations of essentialist models? How can we observe culture better? (Illustrated in the context of food)

4 Cultural marketing:
What is the role of cultural meaning in marketing? How are meanings created, spread and negotiated? Why is it important to think of culture not only in terms of national culture? How is national, regional, etc. culture marketed?
5 Global and local I:
What is the role of globalization in consumer culture and marketing? What are the different perspectives on globalization and how do they differ? What is glocalization?

6 Global and local II:
Why is it useful to think of global diffusion in terms of consumption practices? How do consumers relate to global/local brands?

7 Politics and ethics in cross-cultural marketing:
What role do political and ethical issues play in contemporary marketing and consumption? What are the challenges and limitations of politicized/moralized marketing?

8 Cultural innovation in marketing:
How can marketing respond to cultural change and tensions? What is the meaning and role of myth and ideology in marketing?

9 Marketing in the “Developing world” I:
Is the label “developing” appropriate? What are the major challenges of marketing global brands in developing markets?

10 Marketing in the “Developing world” II:
What is base-of-the-pyramid marketing? What are the challenges of putting it to practice?

Bibliography:

Selected papers & book chapters:


Holt, D. and D. Cameron (2010), Cultural strategy, Oxford University Press. Selected chapters.


Teaching methods:
The session will combine classic lecturing with in-class discussion and mini work-shops. Due to the complexity of theories and research involved, emphasis will be put on practical cases, illustrations and discussions, often aided with the use of short videos and imagery. Students will also be given several mini assignments (based on assigned readings) to be shared in class.

Prerequisites:
Basic knowledge of marketing and consumer behaviour. Good mastery of English and ability to read and discuss academic research.
The course is primarily intended for master students, although advanced bachelors students might also apply.

**Examination methods:**
Course participation (20%): based on in-class participation and mini-assignments
Take-home written exam (80%): 6-8 page report (including a full reference list) presenting the analysis and solution to an assigned marketing problem by applying the theories and principles covered in readings and lectures.

Note: This course is officially accredited at the Faculty of Economics, University of Ljubljana as the course Consumer Behaviour in a Global Environment (ECTS: 7).