



POZNAN UNIVERSITY  
OF ECONOMICS  
AND BUSINESS

## Syllabus

Field of study: Erasmus

Subject name <b>Cultural differences in international marketing</b>		
Subject name in English <b>Cultural differences in international marketing</b>		
Subject code	Year / semester All/winter	Method of evaluation Written Exam
Specialisation All	Track (general academic/practical) All	Level of qualification (first-cycle programme/ second-cycle programme) All
Mode of study (full time/part-time) Full time	Language of instruction English	Subject (obligatory/elective) Elective
Number of hours Lectures: 30      Classes:--	Number of ECTS points	Block (A, B, C)
Responsible	<b>Prof. dr hab. Małgorzata Bartosik-Purgat</b>	

### Subject's educational aims

<b>C1</b>	to identify the diversity of cultures (languages, religions, values, etc.) in the international market
<b>C2</b>	to present how deeply cultural differences affect consumer and market behaviour
<b>C3</b>	to present cross-cultural marketing strategies which can be used in a culturally diverse market

### Subject's learning outcomes

Code	Outcomes in terms of	Learning outcomes within the field of study
<b>Knowledge</b>		
<b>W1</b>	the student knows how to identify the characteristic elements of national culture	
<b>W2</b>	the student can characterize different features of countries and cultural	
<b>W3</b>	the student can identify the dependence of international marketing strategies on cultural differences	
<b>Skills</b>		
<b>U1</b>	the student is able to characterize the marketing activities of companies in culturally diverse markets	

<b>U2</b>	the student is able to recognize the most important cultural features of a particular country influencing marketing activities	
<b>U3</b>	the student is able to present the cultural background of a particular culture and predict the marketing strategies	
<b>Social competences</b>		
<b>K1</b>	the student is sensitive to cultural differences	
<b>K2</b>	the student shows the initiative of cooperation with people coming from a culture other than his/her native	
<b>K3</b>	the student learns to be tolerant of other people and cultures	

### Study content

No.	Study content	Subject's educational aims	Subject's learning outcomes
1.	National culture - a cross-disciplinary concept (definition and elements of national culture).	C1	W1, U2, K1, K2, K3
2.	Dimensions of cultures – a model of E.T. Hall	C1	W2, W3, K1, K2, K3
3.	Dimensions of cultures – a model of R. Gesteland	C1	W2, W3, K1, K2, K3
4.	Dimensions of cultures – model of G. Hofstede	C1	W2, W3, K1, K2, K3
5.	Cross-cultural business savoir vivre	C1	W2, W3, K1, K2, K3
6.	Consumer Ethnocentrism, Polycentrism, Cosmopolitanism	C2	W2, W3, K1, K2, K3
7.	Standardisation versus adaptation of international marketing strategies	C2, C3	U2, U3, K1, K2, K3
8.	Cross-cultural product strategy (branding, packaging, placement)	C3	W2, W3, U1, U2, U3, K1, K2, K3
9.	Cross-cultural promotion strategy	C3	W2, W3, U1, U2, U3, K1, K2, K3
10.	Cross-cultural promotion strategy Advertising styles from different countries	C3	K3, U1, U2, U3, K1, K2, K3

### Bibliography

#### Obligatory

1. R.R. Gesteland, *Cross – Cultural Business Behavior*, Copenhagen Business School Publ., last edition
2. J.C. Usunier, *Marketing Across Cultures* 3<sup>rd</sup>. ed., Prentice Hall, last edition

3. G. Hofstede, *Cultures and Organizations. Software of the Mind*, McGrawHill Book Co. Europe, last edition

#### Recommended

1. S.M. Croucher, *Global Perspectives on Intercultural Communication*, Routledge, 2017
2. B.J. Hall, P.O. Covarrubias, K.A. Kirschbaum, *Among Cultures. The Challenges of Communication*, Routledge 2018

<b>Entry requirements</b>	Basic knowledge of marketing
<b>Teaching methods</b>	Lecture and conversation
<b>Method of evaluation</b>	Exam and project

#### Settlement of ECTS points

Forms of student work	Average number of hours for student work*	
Literature study	15	
Team project preparation	25	
Exam preparation	20	
Participation in the lecture	30	
Students work in total	Number of hours	ECTS points
	90	3
Contact hours (with the teacher)	Number of hours	ECTS points
	30	1
Practical-class work	Number of hours	ECTS points
	25	1

\* one hour of classes = 45 minutes

#### Methods of evaluating the learning outcomes

Learning-outcome code	Methods of evaluation	
	Written exam	Team project
W1	X	
W2	X	X
W3	X	X
U1	X	

U2	X	X
U3	X	X
K1	X	X
K2	X	
K3	X	X