

<b>Module Name</b>	<b>Module Code</b>
Cross-Cultural Marketing	AEF-agr537
<b>Module Coordinator</b>	
Prof. Dr. Ulrich Orth	
<b>Organizer</b>	
Institute of Agricultural Economics - Agribusiness and Food Marketing	
<b>Faculty</b>	
Faculty of Agricultural and Nutritional Sciences	
<b>Examination Office</b>	
Faculty of Agricultural and Nutritional Sciences - Examination Office	

<b>ECTS Credits</b>	6
<b>Evaluation</b>	Graded
<b>Duration</b>	one semester
<b>Frequency</b>	Only takes place during winter semesters
<b>Workload per ECTS Credit</b>	30 hours
<b>Total Workload</b>	180 hours
<b>Contact Time</b>	60 hours
<b>Independent Study</b>	120 hours
<b>Teaching Language</b>	English

<b>Entry Requirements as Stated in the Examination Regulations</b>			
Passed modules of Propädeutika			
<b>Recommended Requirements</b>			
Principles of Marketing			
<b>Module Courses</b>			
<b>Course Type</b>	<b>Course Name</b>	<b>Compulsory/Optional</b>	<b>SWS</b>
Seminar	Cross-Cultural Marketing	Compulsory	2
Lecture	Cross-Cultural Marketing	Compulsory	2
<b>Prerequisites for Admission to the Examination(s)</b>			
Passed modules of Propädeutika			

<b>Examination(s)</b>				
<b>Examination Name</b>	<b>Type of Examination</b>	<b>Evaluation</b>	<b>Compulsory / Optional</b>	<b>Weighting</b>
Written Examination: Cross-Cultural Marketing	Written Examination	Graded	Compulsory	50
Assignment: Cross-Cultural Marketing	Assignment	Graded	Compulsory	50
<b>Further Information on the Examination(s)</b>				
<p>1. + 2. period in wintersemester 1. period in summersemester</p> <p>examiner: Prof. Dr. Orth QIS: 33901 with number of Examination 3591 and 3592</p>				

<b>Course Content</b>
<p>This module covers basic and a few advanced concepts of marketing across cultures. It focuses on identifying and applying appropriate methods and concepts to support entrepreneurial decisions. Unlike international marketing, cross-cultural marketing specifically includes identifying and targeting customers within a country based on their cultural background. Learning goals and objectives are accomplished through a combination of interactive lectures and group work.</p> <p>Lecture: Basic cross-cultural marketing decisions, cultural context: values and elements of culture, consumer behavior and psychology in divergent cultures, globalization of demand, cross-cultural marketing strategy, marketing mix in a cross-cultural context, communication and negotiation between cultures, ethno marketing</p> <p>Seminar: Supervised group work on a topic of practical relevance.</p> <p>Methods and applications, critical thought, business English, team work, communication skills.</p>
<b>Learning Outcome</b>
<p>Upon completion of this module students should have ...</p> <ul style="list-style-type: none"> <li>... developed a better sense and sensitivity for cultural differences.</li> <li>... improved their understanding of cultural norms and values including their relevance for consumer and manager behaviors.</li> <li>... obtained insights into basic principles and tools of marketing across cultures.</li> <li>... improved their skills in applying methods and concepts for marketing across cultural boundaries</li> <li>... learned to appreciate ethnical diversity and its consequences for developing and implementing marketing strategies</li> <li>... learned new to write a seminar paper</li> </ul>
<b>Reading List</b>
<p>Assigned readings (selected journal articles), textbook: Usunier &amp; Lee (2013) Marketing Across Cultures, 6th ed. Prentice Hall</p>

**Additional Information**

Approximately 30 participants

Enrollment by OLAT within workdays Monday through Friday in the 1st week of the 2. audit period of the preceding semester. Following information are necessary:

matriculation number

last name

first name

striven degree

study program

Propädeutika passed - yes/no

stu-Email

The allocation of the places takes place in the 2nd week of the 2. audit period of the preceding semester.

Acceptance of the place by students only through participation at the first day of the course.

Students without a place can get a place at the first day of the course by move-up procedure.

Use	Compulsory / Optional	Semester
Bachelor, 1-Subject, Agricultural Sciences, Specialisation Agricultural Economics and Agribusiness, (Version 2013)	Optional	-
Bachelor, 1-Subject, Agricultural Sciences, Specialisation Agricultural Economics and Agribusiness, (Version 2008)	Optional	-
Bachelor, 1-Subject, Agricultural Sciences, Specialisation Crop Sciences, (Version 2013)	Optional	-
Bachelor, 1-Subject, Agricultural Sciences, Specialisation Crop Sciences, (Version 2008)	Optional	-
Bachelor, 1-Subject, Agricultural Sciences, Specialisation Animal Sciences, (Version 2013)	Optional	-
Bachelor, 1-Subject, Agricultural Sciences, Specialisation Animal Sciences, (Version 2008)	Optional	-
Bachelor, 1-Subject, Agricultural Sciences, Specialisation Environmental Sciences, (Version 2013)	Optional	-
Bachelor, 1-Subject, Agricultural Sciences, Specialisation Environmental Sciences, (Version 2008)	Optional	-
Bachelor, 1-Subject, Business, (Version 2014)	Optional	-
Bachelor, 1-Subject, Business, (Version 2007)	Compulsory	-
Bachelor, 1-Subject, Chemistry, (Version 2016)	Compulsory	-
Bachelor, 1-Subject, Chemistry, (Version 2007)	Compulsory	-
Bachelor, 1-Subject, Electrical Engineering and Information Technology, (Version 2017)	Optional	-
Bachelor, 1-Subject, Electrical Engineering and Information Technology, (Version 2016)	Optional	-
Bachelor, 1-Subject, Electrical Engineering and Information Technology, (Version 2015)	Optional	-
Bachelor, 1-Subject, Electrical Engineering and Information Technology, (Version 2014)	Optional	-
Bachelor, 1-Subject, Electrical Engineering and Information Technology, (Version 2010)	Optional	-
Bachelor, 1-Subject, Geosciences, (Version 2007)	Optional	-
Bachelor, 1-Subject, Materials Science and Engineering, (Version 2014)	Optional	-
Bachelor, 1-Subject, Materials Science and Engineering, (Version 2011)	Optional	-
Bachelor, 1-Subject, Nutritional Sciences and Household Economics, Specialisation Nutritional and Health Economics, (Version 2013)	Optional	-
Bachelor, 1-Subject, Nutritional Sciences and Household Economics, Specialisation Nutritional and Food Science, (Version 2013)	Optional	-
Bachelor, 1-Subject, Nutritional Sciences and Household Economics, Specialisation Nutritional and Consumer Economics, (Version 2008)	Optional	-
Bachelor, 1-Subject, Nutritional Sciences and Household Economics, Specialisation Nutritional Sciences, (Version 2008)	Optional	-

