

Module number	359
Module name	Cross-Cultural Marketing
Programm of study	BSc Agricultural Sciences, Nutrition and Household Economics -elective modul
Offered	Annually, Winter Semester
Module coordinator	Prof. Dr. Orth
Module avisor	Prof. Dr. Orth
Courses and teacher	Vorlesung: Cross-Cultural Marketing: Orth Seminar: Cross-Cultural Marketing Project: Orth & assistants
Prerequisites	Principles of Marketing
Language	English (brief clarifications in German possible if requested)
Module capacity	Approximately 30 participants (enroll on a first-come / first-serve basis during the first week of the term)
Course types (classroom/ total workload)	Lecture (30h/90h); Seminar (30h/90h); Total (60h/180h)
Schedule	Weekly during the term
Grading	50% Written examination Orth 50% assignment Orth
ID-Card	Required for Exam
ECTS	6
Learning outcomes	Upon completion of this module students should have ... a) ... developed a better sense and sensitivity for cultural differences. b) ... improved their understanding of cultural norms and values including their relevance for consumer and manager behaviors. c) ... obtained insights into basic principles and tools of marketing across cultures. d) ... improved their skills in applying methods and concepts for marketing across cultural boundaries. e) ... learned to appreciate ethnical diversity and its consequences for developing and implementing marketing strategies.
Content	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. 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 Seminar: Supervised group work on a topic of practical relevance.
Module skills	Methods and applications, critical thought, business English, team work, communication skills.
Course materials	Assigned readings (selected journal articles), textbook: Usunier & Lee (2009) Marketing Across Cultures, 4th ed. Prentice Hall