

Module code	MPS704	Level	7
Module title	Cross Cultural Aspects of Marketing Psychology	Credit value	20
Programme(s) on which the module is taught	MSc Marketing Psychology	ECTS Credits	10
		Notional learning hours	200

1. Pre-requisite modules

None.

2. Module aims and objectives

In a globalised and interconnected world, we need to develop a sophisticated awareness of how people differ in their actions, motivations and priorities. This is one definition of culture, the set of values, beliefs and attitudes that we internalise as members of the groups we belong to, and which influence how we behave and respond to the people and environment around us in manifold and not always predictable ways.

The aim of this core module is to develop cross-cultural knowledge and intercultural understanding, in other words the knowledge of how 'culture' in all its manifestations is an influence on our behaviour and our choices as consumers, and also our understanding of the dynamics of intercultural interaction that means we change our behaviour depending on the relationship we co-create with our counterparts, which could have a significant impact on how marketing strategies are formulated.

It is essential for the international marketer to develop competencies of discernment and sound critical judgement when it comes to making decisions on marketing strategy. The rationale for this module lies in the tendency for marketers to underestimate the range of differences that stem from the multiple levels of our cultural background, and an accompanying tendency to oversimplify how culture influences individuals and organisations. It is highly complex and needs to be investigated with care and rigour.

3. Learning outcomes

A) Knowledge and understanding

Upon successful completion of this module, you will be able to demonstrate knowledge and understanding of:

- A1: A systematic understanding of knowledge and a critical awareness of issues in the marketing and psychology disciplines.
- A2: Originality in the application of knowledge, together with a practical understanding of how established techniques of research and enquiry from marketing and psychology are used to create and interpret knowledge.
- A4: An ability to collect and analyse data and information, to evaluate their relevance and validity, and to synthesize a range of information in the context of new situations.

B) Skills

Upon successful completion of this module, you will be able to:

- B3: Develop the ability to conduct research in marketing and psychology independently, and as part of a team through research design, the collection and analysis of qualitative and quantitative data, synthesis and reporting.
- B5: Develop effective communication: networking, listening, oral and written communication of complex ideas and arguments, using a range of channels/media.

4. Indicative content

Introducing culture as a process

- Culture as a fuzzy concept; metaphors for culture and their philosophical origins; etics versus emics in cultural research

Cultural dynamics

- Perspectives from cross-cultural psychology; time and space; concepts of the self and others; intercultural interaction and outcomes; verbal and non-verbal communication; virtual communication; intercultural communication competence

Cross-cultural consumer behaviour

- The influence of culture on selected aspects of consumer behaviour; Marketing as an exchange of meanings; global consumer culture versus local perspectives

Intercultural marketing strategy

- The impact of globalisation; segmentation along cultural lines; pricing and consumer evaluations; distribution channels and sales promotion

Intercultural marketing communication

- Branding across the world; country of origin effect; advertising; personal selling; public relations

Research methods – Cross-cultural market research

- Equivalence, comparability and data collection

5. Learning and teaching methods

Teaching will be conducted in the form of lectures and seminars.

The delivery mode for this module is anticipated as follows:

Per week, 1 hour of lecture, in which the main theories will be presented and explored in applied situations, and a 3-hour seminar, which will involve students in activities and autonomous tasks. It is anticipated that roleplay and simulation may form part of the learning, as well as group discussion and debate. Case studies will be set each week to be read in advance. These will be dissected in the seminars and students will be required to present their thoughts on the case studies orally in class.

This is an example of the notional learning hours for this module:

20 credit module – 200 learning hours	
Directed learning	40 hours
Lectures	10
Seminars	30
Collaborative Learning	10 hours
Tutorials (1:1 and group)	3
Guest Lecture series	7
Self-directed learning	150 hours
Preparation for class	40
Self-study after class	40
Preparation for assessments	35
Assessment	35
Total	200 hours

6. Assessment and relative weightings

Summative assessments

Assessment 1: Individual Essay, 2500 words (50% TMM)

Due in Week 6

The summative essay should deal with one of the issues raised during the first half of the module and should be discursive. Theory and existing literature should form part of the argument, and examples from a number of different cultural contexts should be incorporated into the body of the essay.

Formative feedback will be given on a draft of the essay, which should be presented in time for a tutorial one week before the deadline.

Assessment 2: Group Research Project (50% TMM)

Consisting of (i) a group research briefing (30 mins) Presented in Week 10

The aim of this project is to design and implement an original questionnaire on a topic that is of mutual interest to the members of the group, ranging from market research on specific products to viability research on an innovative new service being launched across several markets. The research needs to be planned and drafted following a structured process, during which formative feedback will be provided. The resultant qualitative questionnaire will then be distributed among an international sample and cross-cultural analysis will be conducted using a clear methodology. The results must then be presented and discussed in a public briefing lasting 30 minutes, which should also summarise the design process and rationale.

7. Mapping of assessment tasks for the module

Assessment tasks	Learning outcomes				
	A1	A2	A4	B3	B5
Assessment 1: Individual essay, 2500 words	✓	✓			
Assessment 2: Group research project		✓	✓	✓	✓

8. Key reading

Essential reading:

Usunier, J.C. & Lee, J.A. (2013) *Marketing Across Cultures*. Harlow: Pearson.

Recommended reading:

Deardorff, D.K. (2006). "The Identification and Assessment of Intercultural Competence" *Journal of Studies in International Education*, Fall 2006 vol 10, no 3, p 241-266

Dupuis, J.-P. 'Intercultural Analysis in Management: Decompartmentalizing the classical approaches. In: J.-F. Chanlat, E. Davel & J.-P. Dupuis (2013) *Cross-cultural Management: Culture and Management across the World*. London: Routledge, pp.41-70.

Hofstede, G., Hofstede, G. J. and Minkov, M. (2010) *Cultures and Organizations: Software of the Mind: Intercultural Cooperation and Its Importance for Survival* (3rd Edition). Maidenhead: McGraw-Hill

Holden, N.J. (2002) *Cross-cultural Management: a knowledge management perspective*. Harlow: Pearson Education

McSweeney, B. (2002) "Hofstede's model of national cultural differences and their consequences: A triumph of faith - a failure of analysis" *Human Relations*, Vol. 55, No. 1, 89-118

Meyer, E. (2014) *The Culture Map: Decoding how people think, lead, and get things done across cultures*. New York: PublicAffairs.

Maude, B. (2011) *Managing Cross-Cultural Communication: Principles and Practice*. Basingstoke: Palgrave MacMillan

Nakata, C. [ed.] (2009) *Beyond Hofstede: Culture Frameworks for Global Marketing and Management*. Basingstoke: Palgrave MacMillan.

Osland, J.S. & Bird, A. (2000) 'Beyond sophisticated stereotyping: Cultural sensemaking in context', *Academy of Management Executive* Feb 2000, Vol. 14, No. 1, pp.65-79

Rapaille, C. (2006) *The Culture Code: an Ingenious way to understand why people around the world live and buy as they do*. New York: Crown Business.

Soderberg, A.M. and Holden, N. (2002) "Rethinking Cross Cultural Management in a Globalizing Business World" *International Journal of Cross Cultural Management*, vol. 2, issue 1, pp. 103-121

Spencer-Oatey, H. (2008). *Culturally Speaking. Culture, Communication and Politeness Theory* [2nd Ed.]. London: Continuum

Steers, R.M., Sanchez-Runde, C. & Nardon, L. (2011) *Management across Cultures: Challenges and Strategies*. Cambridge: CUP

Taras, V. & Steel, P. (2009) Beyond Hofstede: Challenging the ten commandments of cross-cultural research. In: C. Nakata [ed.] (2009) *Beyond Hofstede: Culture Frameworks for Global Marketing and Management*. Basingstoke: Palgrave MacMillan, pp.40-60.

Trompenaars, F. and Hampden-Turner, C. (1997) *Riding the Waves of Culture. Understanding Cultural Diversity in Business*. London: Nicholas Brealey

Zhu, H. (2014) *Exploring Intercultural Communication – Language in Action*. London: Routledge, pp.95-111.

Selected Journals

Asia-Pacific Journal of Management
 International Journal of Cross Cultural Management
 International Journal of Intercultural Relations
 Journal of Applied Linguistics
 Journal of Cross-Cultural Psychology
 Journal of Pragmatics
 Multilingua

Interesting Websites

www.culturalcaravan.org
www.cultureshockconsulting.com
www.culturology.com

www.dialogin.com (Registration necessary)

www.executiveplanet.com

www.learnaboutcultures.com

www.sietar-europa.org

www.7d-culture.nl