

Course 23222-C: Marketing across Cultures

5 ECTS (134 hours of individual work)

Time: The course can be taken only in period 1 or 4.

Examiner: Steven Schoenmaker and Gustav Medberg

Examination: The exam and assignment are valid only one period which means that **you must do both parts of the course during the same period (1 or 4)**. Also, if you fail any of the parts and need to do a re-take of the exam or revision of the assignment, these **must be completed within the same period (1 or 4)**. You will get the grades for the exam and assignment at the same time when both are done based on the schedule below.

Assignment and exam done	Latest date to submit for feedback your draft of the assignment (NOT MANDATORY)	Latest date to submit the assignment/take the exam	Grades will be given (at the latest)
Period 1	1.10.2021 10:00AM	15.10.2021	1.11.2021
Period 4	22.4.2022 before midnight	6.5.2022	23.5.2022

Requirements: Only Master's students who have taken Basics in marketing can take this course.

Self-study course: As a self-studying course, it tests your ability to study on your own, to deepen your learning (when puzzled by something) by looking up other Hanken library sources, to think about and reflect on your learning, and to set your own deadlines and goals. It requires motivation to learn by self-studying.

Since the format is “self-study”, the course includes no individual tutoring.

Learning goals: You can comprehend, apply, and analyse how marketing strategies can be implemented in different national contexts.

After the course, you can:

- Understand how international diversity influences marketing strategies and their implementation
- Apply the understanding of international diversity in various marketing contexts
- Analyse how cultural backgrounds influence consumer behaviour

The context of this course is marketing. Hence, all students, regardless of their disciplinary background, are welcome to take this course as long as you understand that you have to apply your understanding to marketing problems in this course. Thus, you need to have some pre-knowledge of marketing theory to take the course.

Outline of the course

The course consists of two parts: a literature exam and an assignment. You can do them in any order. The literature exam forms 60% of the course grade and the assignment 40%. The course can give a maximum of 50 points. **To pass the course, you must receive 25 out of 50 points, and at least 15 points must come from the literature exam and 10 points from the assignment.**

Part 1: Examination of the literature (60%, meaning max 30 p)

- Usunier, Jean-Claude and Lee, Julie Ann (2013), *Marketing Across Cultures*. 6th edition. Harlow, England: Pearson. **(complete book!)**
ISBN: 978-0-273-75773-3 (print)
978-0-273-75776-4 (PDF)
978-0-273-78102-8 (eText)

The literature exam is taken at the Hanken premises (Helsinki or Vaasa) as an e-exam. Read more about Hanken e-exams here: <https://www.hanken.fi/en/it-services/digital-examinations>

You are allowed to re-take the exam once. The exam is valid during the period (1 or 4) you have chosen to take the course. The examination time is 2 hours and 55 minutes and there will be three questions to answer. More information about the exam questions can be found on Moodle.

NOTE: Due to COVID-19 restrictions, for period 1 the e-exam at Hanken will be replaced with a Home Exam in Moodle. The Home Exam will take place 19.10.2021. Further information about this Home Exam and how it differs from the e-exam will be posted in Moodle after the course start.

Part 2: Assignment (40%, meaning max 20 p)

The aim of the assignment is that you should learn to pay attention to and analyse cultural differences and how to consider them in marketing. The assignment is handed in (on Moodle) as a written paper (max 10 pages, 1.5 spacing, standard font and margins) in PDF format (name file as your name).

Note, if you would like to, you can receive short written feedback on your early version of the assignment by submitting the draft on Moodle at least two weeks before the final deadline (see Table above for exact deadlines). It is not mandatory to hand in anything at this point, however, it allows you to see if you are on the right track.

Instructions: Read Chapter 1 and Chapter 5 in Usunier and Lee (2013). Write a well-structured and thorough analysis where you compare an aspect of consumer behaviour between your own culture and another culture where you have lived for a while (e.g., during your exchange studies). See Table 5.2 (p. 108) for inspiration. For example, as a Finn you can compare online shopping habits in the Finnish culture to the French one, or as a German you can compare the importance of buying domestic brands in that culture compared to the Finnish one. You should use your own experiences and knowledge of the cultures you describe. Please also use other sources as well since there are many academic books and articles about cultural differences in the context of marketing.

Outline:

A title page with your name and student number, and a title for your work.

1. Introduction: A description of the chosen aspect of consumer behaviour that you intend to analyse in your paper. Use relevant academic references to argue for why this particular topic is important and worth analysing from a cultural perspective.
2. Presentation of the two cultures that you have chosen. Use a theoretical framework from the literature (e.g., from Chapter 1 of the course book or other academic research that you found) to describe the two cultures and identify differences and similarities. Supplement the description with your own experiences.
3. An analysis of your chosen aspect of consumer behaviour in the context of the two cultures. Use academic literature as starting point for the analysis. Please also use Chapter 5, other relevant non-academic sources (such as statistics databases, industry reports etc.), and personal experiences to support your arguments.
4. Discuss implications from your analysis for multinational firms operating in these two cultures. State sincere insights and avoid generic advices!
5. A summary in which you present the key lessons learnt.
6. A list of references.

Follow all instructions. Failing to do so influences your grade. The assignment is valid during the period (1 or 4) you have chosen to take the course. Please note that the assignment is checked for plagiarism. In case of failing the assignment, you are allowed to revise it once in order to get it approved with minimum points, i.e., 10 points is the maximum amount you can receive on the re-take.

Tips from our side:

- Have a look at the Assessment Grid on Moodle, so you understand how and on what dimensions your paper is graded.
- Check out the two essays from former students on Moodle that can help you to understand what is expected of you! **Note:** Although these essays were graded as “excellent”, it does not mean they are flawless. Use them to understand the assignment but choose your own topic!
- Let a peer of you read your draft to receive feedback on your essay and improve before you hand it in.

If you have questions related to:

- Signing in or other IT-related questions, ask the IT support at help@hanken.fi
- Studies and possibilities to sign up for this course: ask student services. Only they can change your status so that you can sign in (in case something is wrong with your status).
- E-exam, instructions can be found on the Hanken website.
- Moodle, instructions can be found on the Hanken website.
- Course structure, grades and deadlines, read the syllabus.
- Getting grades earlier: it is not possible to get grades earlier than stated in the schedule. Plan thoroughly! This concerns especially exchange students who have their own schedules from their own home university.