



Exchange programme Vrije Universiteit Amsterdam

Vrije Universiteit Amsterdam - Exchange programme Vrije Universiteit Amsterdam - 2024-2025

Exchange

Vrije Universiteit Amsterdam offers many English-taught courses in a variety of subjects, ranging from arts & culture and social sciences, neurosciences and computer science, to economics and business administration.

The International Office is responsible for course approval and course registration for exchange students. For details about course registration, requirements, credits, semesters and so on, please [visit the exchange programmes webpages](#).

Cross Cultural Marketing

Course Code	E_IBA1_CCM
Credits	6
Period	P5
Course Level	100
Language Of Tuition	English
Faculty	School of Business and Economics
Course Coordinator	S. Göksel
Examiner	S. Göksel
Teaching Staff	S. Göksel
Teaching method(s)	Lecture, Study Group

Course Objective

The purpose of this course is to teach you to how examine marketing problems from different perspectives by recognizing and understanding the fundamentals of cross-cultural marketing.

By the end of this course, you will learn how to apply fundamental principles of marketing to real life challenges. You will be able to identify cultural differences in the marketing strategies of companies and apply it to the real world. Specifically, you will have gained hands-on experience by working on a real business case in collaboration with the marketing team at Philips. As a result, you will accomplish the following skills:

1. Academic and Research Skills

- You will be able to read, understand, and interpret academic literature.
- You will learn to recognize the theories, models, and concepts of cross-cultural marketing in real business cases.
- You will be able put forward well-founded, substantiated points of view, both in spoken and written format.

2. Bridging Theory and Practice

- You will understand the practical value of the concepts, theories, and models in marketing.
- You will learn to analyse a brand and curate a marketing plan using a cross-cultural perspective.
- You will acquire a set of tools and techniques for quantifying, analysing, and solving a specific problem.
- You will be able to recognize fundamental structures and to leave out irrelevant information.

3. Broadening your Horizon

- You will be able to able frame your knowledge across various cultural markets and create connections between theories and concepts.
- You will be able to effectively manage different professional roles in a cross-cultural environment.

4. Social Skills

- You will learn to work well with others in a team and collaborate on a marketing project.
- You will be able to translate, communicate, and disseminate your findings to relevant stakeholders.

5. Self Awareness

- You will have experience in giving and receiving constructive feedback about individual and team performance.
- You will be able to reflect on your personal development.

Course Content

This course offers you a fundamental knowledge of the marketing field, while at the same time creating intercultural sensitivity.

We start this course from an individual perspective, building on your understanding of cultural differences and intercultural interactions. Specifically, we focus on consumer needs and wants and emphasize cultural differences. Next, we identify how marketing is influenced by local and global factors. In other words, we point out how strategic marketing decisions can be made more effectively by considering cross-cultural differences including political and social influences, regulations, languages, religions, economic standards, etc. Finally, we take a practical point of view to marketing across different cultures by working on a real business case in collaboration with Philips.

In sum, in this course, we aim to increase the awareness of cross-cultural sensitivities when tackling marketing challenges.

Additional Information Teaching Methods

Lectures and Tutorials

Method of Assessment

Written exam (individual)

Practical Assignments (group)

Participation Assignments (individual)

Literature

Course book (to be announced)

6 scientific articles from top academic journals (to be announced)

Marketing Case (to be announced)

Additional Information Target Audience

Students are expected to attend the classes and tutorials. For a full learning experience, students should be ready to engage in in-class discussions and take an active role in expressing their opinions. Anything we discuss during the class discussions and tutorials, in addition to the required readings and slides, are a part of the exam preparation.

Explanation Canvas

All course-related information will be available on Canvas.

Recommended background knowledge

For this course a basic knowledge of business and statistics is strongly advised from the following courses:

1.1 People in Business and Society

1.1 Business Mathematics

1.4 Business Statistics