1. **Title of the module**

BUSN9090 (CB9090) Marketing across Cultures

1. **School or partner institution which will be responsible for management of the module**

Kent Business School

1. **The level of the module (Level 4, Level 5, Level 6 or Level 7)**

Level 7

1. **The number of credits and the ECTS value which the module represents**

15 credits (7.5 ECTS)

1. **Which term(s) the module is to be taught in (or other teaching pattern)**

Spring

1. **Prerequisite and co-requisite modules**

BUSN9330 Strategic Marketing

1. **The programmes of study to which the module contributes**

MSc Marketing; Optional for MSc Business Analytics.

1. **The intended subject specific learning outcomes.  
   On successfully completing the module students will be able to:**

8.1 Demonstrate an in-depth understanding of culture and the cultural components that exhibit across different markets

8.2 Critically evaluate cultural assumptions and arguments that may impact Marketing Strategy across cultures

8.3 Critically appraise appropriate frameworks and concepts suited to the formulation of marketing strategies in different cultural contexts, and apply them accordingly

8.4 Demonstrate a systematic understanding and a critical awareness of current challenges in the implementation of marketing strategy across cultural contexts

8.5 Demonstrate an in-depth understanding of the impact of culture on consumer behaviour.

8.6 Demonstrate a comprehensive understanding of techniques applicable to cross-cultural market research methods

8.7 Evaluate critically the cultural and ethical issues of marketing activities in different countries.

1. **The intended generic learning outcomes.  
   On successfully completing the module students will be able to:**

9.1 think critically and creatively about the impact of culture in international markets

9.2 collect, organise and summarise relevant information from secondary data sources

9.3 organise, analyse information gathered individually and/or in collaboration with other colleagues and write a business report or an academic essay demonstrating an understanding of marketing strategies across cultural contexts;

9.4 communicate to an audience of peers a business report or academic essay of topics in intercultural marketing;

9.5 recognise and summarise the concepts, processes and institutions relevant to intercultural marketing of goods and/or services;

9.6 assist and cooperate and coordinate with other individuals in learning and discussion activities.

1. **A synopsis of the curriculum**

This module will combine lectures and seminars to present, transfer, discuss and summarise intercultural marketing concepts and frameworks. Indicative topics are:

* Analysis of cultural conditions in global markets
* Cross-cultural Marketing research
* Identification of International segments and niche markets
* Executing marketing mix strategies across different cultures
* Consumer Behaviour across cultures
* Making ethical decisions across cultures

1. **Reading list (Indicative list, current at time of publication. Reading lists will be published annually)**

Hollensen, S. (2017). *Essentials of Global Marketing*, 7th Edition. Harlow: Pearson.

Usunier J. and Lee J. A. (2005) *Marketing Across Cultures*, 7th Edition, Essex, Prentice Hall

Academic articles from the Journal of Marketing, Journal of International Marketing, International Marketing Review, Harvard Business Review

1. **Learning and teaching methods**

Total contact hours: 24

Private study hours: 126

Total study hours: 150

1. **Assessment methods**
   1. Main assessment methods

Online VLE MCQ Test (20%)

Group Presentation (20%)

Individual report (3000-3500 words) (60%).

13.2 Reassessment methods

Reassessment Instrument: 100% coursework.

1. **Map of module learning outcomes (sections 8 & 9) to learning and teaching methods (section12) and methods of assessment (section 13)**

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Module learning outcome** | *8.1* | *8.2* | *8.3* | *8.4* | *8.5* | *8.6* | *8.7* | *9.1* | *9.2* | *9.3* | *9.4* | *9.5* | *9.6* |
| **Learning/ teaching method** |  |  |  |  |  |  |  |  |  |  |  |  |  |
| *Private Study* | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |  | **X** |  |
| *Lectures* | **X** | **X** | **X** |  | **X** | **X** | **X** | **X** |  |  |  | **X** |  |
| *Seminars* |  |  | **X** | **X** | **X** | **X** | **X** | **X** |  | **X** | **X** |  | **X** |
| **Assessment method** |  |  |  |  |  |  |  |  |  |  |  |  |  |
| *MCQ test* | **X** | **X** | **X** |  | **X** |  | **X** | **X** |  |  |  | **X** |  |
| *Group Presentation* | **X** | **X** | **X** |  | **X** |  | **X** | **X** | **X** | **X** | **X** | **X** | **X** |
| *Individual report* | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |  | **X** |  |

1. **Inclusive module design**

The School recognises and has embedded the expectations of current equality legislation, by ensuring that the module is as accessible as possible by design. Additional alternative arrangements for students with Inclusive Learning Plans (ILPs)/declared disabilities will be made on an individual basis, in consultation with the relevant policies and support services.

The inclusive practices in the guidance (see Annex B Appendix A) have been considered in order to support all students in the following areas:

a) Accessible resources and curriculum

b) Learning, teaching and assessment methods

1. **Campus(es) or centre(s) where module will be delivered**

Canterbury

1. **Internationalisation**

Internationalisation is reflected in the learning outcomes, content and assessment which include a focus on marketing theories and practice in both domestic and international business environments.

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**Revision record – all revisions must be recorded in the grid and full details of the change retained in the appropriate committee records.**

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| --- | --- | --- | --- | --- |
| Date approved | Major/minor revision | Start date of the delivery of revised version | Section revised | Impacts PLOs (Q6&7 cover sheet) |
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Revised FSO Jan 2018