

## 60220 - Marketing Communication across Cultures

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General information	
<b>Module Code</b>	60220
<b>Unique Identifier</b>	
<b>Module Leader(s)</b>	Prof. Dr. Ihnátová, Zuzana (zuzana.ihnato@haw-kiel.de)
<b>Lecturer(s)</b>	Prof. Dr. Ihnátová, Zuzana (zuzana.ihnato@haw-kiel.de)
<b>Offered in Semester</b>	Sommersemester 2018
<b>Module duration</b>	1 Semester
<b>Occurrence frequency</b>	Regular
<b>Module occurrence</b>	In der Regel im Sommersemester
<b>Language</b>	Englisch
<b>Recommended for international students</b>	Yes
<b>Can be attended with different study programme</b>	Yes

Curricular relevance (according to examination regulations)
Study Subject: B.A. - MMP - Multimedia Production Module type: Wahlmodul Semester:
Study Subject: B.A. - ÖuU - Öffentlichkeitsarbeit und Unternehmenskommunikation Module type: Wahlmodul Semester:

Qualification outcome
<i>Areas of Competence: Knowledge and Understanding; Use, application and generation of knowledge; Communication and cooperation; Scientific self-understanding / professionalism.</i>
Understanding of the main theories in Intercultural approach in Global marketing.
After completing this course, the students will be able to research and analyze selected company's marketing communication and to develop effective communication strategies and programs to reach organizational goals in intercultural setting.
Intercultural communication and competence in interpersonal and corporate communication .

Content information	
<b>Content</b>	Culture as defined by C. Lewis, G. Hofstede, and E. T. Hall: <ul style="list-style-type: none"> <li>- Cultural norms, values, traditions, expectations</li> <li>- Cultural shock and cultural competence</li> <li>- Cultural aspects of time perception, space, touching, listening habits, negotiation, trust building, communication style, motivational factors, etc.</li> <li>- Stereotyping vs. generalization</li> <li>- Classification of culture: Cultural dimensions</li> </ul> Hofstede's Cultural dimensions and their applications to marketing communication in global and local context. Global (standardized) vs. Intercultural approach in global communication.

<b>Literature</b>	DE MOOIJ, M. 2010. Global Marketing and Advertising. Understanding Cultural Paradoxes. Thousand Oaks, CA: Sage, 2010. ISBN 978-1-4129-7041-9. USUNIER, J. C., LEE, J. A. 2013. Marketing Across Cultures. Harlow: Pearson Education Limited, 2013. ISBN 978-0-273-75773-3.
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### Teaching formats of the courses

Teaching format	SWS
Seminar	2
Lehrvortrag	2

### Workload

<b>Number of SWS</b>	4 SWS
<b>Credits</b>	5,00 Credits
<b>Contact hours</b>	48 Hours
<b>Self study</b>	102 Hours

### Module Examination

<b>Examination prerequisites according to exam regulations</b>	None
<b>60220 - Projektbezogene Arbeiten</b>	Method of Examination: Projektbezogene Arbeiten Weighting: 100% wird angerechnet gem. § 11 Absatz 2 PVO: Yes Graded: Yes