

Prof. Dr. Fernando Fastoso
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**Multicultural Marketing and Branding
(MKT6106)**

Syllabus

Winter Semester 2020 / 21

Time:	see schedule below
Room:	W1.3.06
Begin:	Tuesday, October 13
ECTS-Credits:	3
Level:	Advanced II
Prerequisites:	Basic knowledge in marketing, consumer behavior, and branding
Accessibility:	Course is an elective for different master's programs and open to international guest students on master's level

Learning Objectives:

By the end of the module, participants will have developed their ability to ...

- make theory-based marketing decisions in the context of international/global company operations
- critically assess the impact of cross-border operations on the multicultural marketing mix, in particular in respect of – but not limited to – the impact of cultural differences on it
- critically evaluate the impact of cross-border operations on the branding policies of a company in regards to, for example, the use of brand origin strategies as a way to build brand equity as well as brand globalness/localness strategies
- critically assess how the emergence of global consumer segments (e.g., ethnocentrists, cosmopolitans, and global/local consumers) impact on multicultural branding policy decisions
- present and justify multicultural marketing strategy decisions in public
- work both independently and in teams, set goals, and complete multicultural marketing tasks within deadlines
- produce logical and structured, theory-grounded multicultural marketing related arguments supported by relevant high-quality evidence

Course contributions to the MBA program goals / learning outcomes

Goal	Learning Objectives	Course Contributions to Goal	Assessment
1 Responsible leadership in organizational contexts	1.1 Knowledge of leadership principles 1.2 Application of leadership principles 1.3 Critical reflection of leadership concepts		
2 Creative problem solving skills in a complex business environment	2.1 Ability to identify, differentiate and classify problems 2.2 Ability to analyze problems (instrumental competence) 2.3 Ability to find creative solutions (systemic competence) 2.4 Ability to present problems (communicative competence)	Understanding of the determinants and effects of globalization global marketing strategies Critical discussion of causes / consequences and benefits / risks of a globally integrated vs. locally responsive approach. Preparation of a marketing strategy presentation focused on how a chosen (real) company should deal with their branding strategy in a chosen foreign market Presentation of that strategy and public "defence" of it.	Discussions in class Group presentations Final presentation
3 Research Skills	3.1 Methodological knowledge (extending knowledge) 3.2 Competence in applying relevant state of the art research methods (instrumental competence) 3.3 Ability to collect innovative results by using relevant research methods (systemic competence)	Based upon academic literature research students have to prepare a term paper and a presentation in teams of 2 students.	Group presentations Final presentation
4 Management of Innovation	4.1 Fundamental knowledge of operational innovation processes 4.2 Ability to assess a company's innovation potential 4.3 Ability to develop complex technological strategies		
5 Management of the challenges of global sustainability and awareness for social and corporate responsibilities	5.1 Fundamental knowledge of sustainability issues 5.2 Ability to identify and analyze sustainability issues and its causes 5.3 Development of sustainability strategies	Understanding of ethical/CSR dilemmas in multicultural marketing decisions	Discussions in class Group presentations Final presentation

Main topics in the module:

- Forces shaping multicultural marketing strategy and the special role that culture plays among those
- Entry strategies into foreign markets
- Adaptation and standardisation of the global marketing mix
- Topical issues in global branding: perceived brand origin and perceived brand globalness
- Topical issues in multicultural consumer psychology: global consumer segments based on consumer's psychological dispositions
- Ethics and CSR issues in Multicultural Marketing

Delivery format:

The delivery of the module consists of two main elements:

(1) *Interactive lectures with class discussion:* Theoretical, lecture-style, sessions introducing the topic of multicultural marketing. In preparation for each session, students are expected to do the recommended readings (see table below).

(2) *Work in practical sessions researching and developing a multicultural marketing strategy*

In the practical sessions, students will work – and receive feedback – on different components of their final presentation. Components are presented sequentially to eventually form a comprehensive multicultural marketing strategy so that active engagement in all sessions is essential.

Attendance to sessions as well as presentations of your fellow students is mandatory. Preparation and active participation are expected for the benefit of all students.

Assessment and marking:

Student performance on this course is assessed through a practical, real-life multicultural group marketing task. The overall mark for this is composed of the following two elements:

- (1) an oral group presentation on the task, participation within class and the discussions after the presentations (50%),
- (2) a group report building on the presentation and on the specific recommendations received on the presentation (50%).

Specific guidance on the task will be provided in class. The focus of the task lies in a) analysing a German ad for a German brand and, based on that analysis, b) developing a strategy for the brand in a chosen foreign market. Students will work in groups to develop a presentation to address that task (assessment element 1 above). They will receive feedback on it in class and be able to (and expected to) incorporate that feedback into the brand strategy report (assessment element 2 above) discussing every aspect of the presentation in depth.

Assessment criteria for both elements are as follows:

- Evidenced understanding of theoretical concepts (1/3 of the marks)
- Analytical skills as reflected in the gathering and analysis of information on the brand and the foreign market (1/3 of the marks)
- Justification of the brand strategic recommendations (1/3 of the marks)

Recommendations for the **presentation** in addition to those are the following:

- Welcome your audience in comfortable manner and introduce yourselves
- Motivate for your topic at the beginning to gain the attention of the audience: Why did you choose the specific brand and the foreign market?
- Clearly give the aim of your presentation within the introduction / Give your presentation a clear and logical structure
- Be precise with respect to your argumentation
- Give examples whenever helpful
- Summarize main points in your conclusion and thereby refer to the aim of the presentation
- Use appropriate media for your presentation
- Clearly arrange your slides and check that your font is large enough
- Maintain eye contact with your audience
- Use good posture, natural gesturing, controlled movement
- Do not read, speak freely / Pay attention to your speed of speech and to an adequate modulation of your voice / Allow time for the audience to absorb the information
- Keep the audience focused. Pay attention if they can understand what you are explaining
- Try to involve the audience / Be open for remarks and questions of your audience
- Keep to the designated time / Practice your presentation to ensure you don't go over/under time

Main reading:

1. Hollensen, Svend, "Global Marketing", Prentice Hall (Pearson Education), Harlow, UK. – in the most recent issue available at the library
2. Keegan, W. J. and M. C. Green, Global Marketing, Prentice Hall (Pearson Education), Harlow, UK. – in the most recent issue available at the library

Availability of the lecturer and teaching philosophy:

Prof. Dr. Fernando Fastoso

Office: W2.4.01

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My teaching philosophy for this course focuses on a) autonomous student preparation for classes coupled with b) learning mostly by knowledge application in class and c) working on the feedback received.

Preliminary schedule

		Mandatory textbook for preparation: (textbooks listed above)	Additional readings
Session 1 13.10.	Introduction to Multicultural Marketing and Branding Assessment brief	Read chapters in either textbook on a) an introduction to multi-cultural marketing,	<ul style="list-style-type: none"> • Kelly, N. (2015). The Most Common Mistakes Companies Make with Global Marketing. <i>Harvard Business Review</i>, https://hbr.org/2015/09/the-most-common-mistakes-companies-make-with-global-marketing • Kirkman, B., Taras, V. and Steel, P. (2016). Research: The Biggest Culture Gaps Are Within Countries, Not Between Them. <i>Harvard Business Review</i>, https://hbr.org/2016/05/research-the-biggest-culture-gaps-are-within-countries-not-between-them • Quackenbos, D., Ettenson, R., Roth, M. S. and Auh, S. (2016). Does Your Company Have What It Takes to Go Global? <i>Harvard Business Review</i>, https://hbr.org/2016/04/does-your-company-have-what-it-takes-to-go-global
Session 2 20.10.	The impact of cultural differences on Multicultural Marketing Decisions Seminar exercise on cultural differences Group presentations and feedback sessions	b) the international environment, and c) cultural differences	

Sessi on 3 27.10	Market Entry Strategies	Read chapters in either textbook on	<ul style="list-style-type: none"> • Mohr, A., Wang, C., Fastoso, F., (2016) 'The contingent effect of state participation on the dissolution of international joint ventures: A resource dependence approach', <i>Journal of International Business Studies</i>, 47 (4), 408-427.
Sessi on 4 3.11.	Global Marketing Research Seminar exercise on market entry strategies Group presentations and feedback sessions	a) global marketing research and b) market entry strategies	<ul style="list-style-type: none"> • Yoder, S., Visich, J. K. and Rustambekov, E. (2016). Lessons learned from international expansion failures and successes. <i>Business Horizons</i>, 59 (2), 233-243. • Young, R. B. and Javalgi, R. G. (2007). International marketing research: A global project management perspective. <i>Business Horizons</i>, 50 (2), 113-122.
Sessi on 5 10.11.	Global marketing mix Ethics and CSR in Multicultural Marketing and Branding	Read chapters on a) standardising vs. adapting the global marketing mix b) ethics and CSR	<ul style="list-style-type: none"> • Bartikowski B., Fastoso F., Gierl H. (2020). How Nationalistic Appeals Affect Foreign Luxury Brand Reputation: A Study of Ambivalent Effects. <i>Journal of Business Ethics</i> Available from: https://link.springer.com/article/101007/s10551-020-04483-8. • Fastoso, F. and Whitelock, J., (2012) 'The implementation of international advertising strategies: An exploratory study in Latin America', <i>International Marketing Review</i>, 29 (2) 313-335 • Forman, H. and J. M. Hunt (2005), "Managing the influence of internal and external determinants on international industrial pricing strategies," <i>Industrial Marketing Management</i>, 34 (2), 133-146. • Okazaki, S., Taylor, C.R., and Zou, S. (2006), "Advertising Standardization's Positive Impact on the Bottom Line: A Model of When and How Standardization Improves Financial and Strategic Performance", <i>Journal of Advertising</i>, Vol. 35 No. 3, pp. 17-33.

Sessi on 6 17.11.	Topical issues in global branding: a) perceive d brand origin and perceive d brand globaln ess b) global consum er segmen ts	<ul style="list-style-type: none"> • Fastoso F., Gonzalez-Jimenez H. (2018). Materialism, cosmopolitanism, and emotional brand attachment: The roles of self-congruity and perceived brand globalness. <i>Journal of Business Research</i>. ABS3. https://doi.org/10.1016/j.jbusres.2018.12.015 • Bartikowski, B., Fastoso, F. J. & Gierl, H. (2019). Luxury Cars Made-in-China: Consequences for Brand Positioning. ABS3. <i>Journal of Business Research</i>. https://doi.org/10.1016/j.jbusres.2019.01.072 	<ul style="list-style-type: none"> • Bartsch F., Riefler P., Diamantopoulos A. (2016). A taxonomy and review of positive consumer dispositions toward foreign countries and globalization. <i>Journal of International Marketing</i>, 24 (1), 82-110. • Balabanis G., Diamantopoulos A. (2016). Consumer Xenocentrism as Determinant of Foreign Product Preference: A System Justification Perspective. <i>Journal of International Marketing</i>, 24 (3), 58-77.
24.11.	Revision week Independent work on presentations	I will be available for questions during session times	
Sessi on 8 1.12.	Final Presentations and Feedback Sessions	All presentation slides to be emailed to fernando.fastoso@hs-pforzheim.de by 29.11.	
Sessi on 9 – 8.12.	Final Presentations and Feedback Sessions	All presentation slides to be emailed to fernando.fastoso@hs-pforzheim.de by 29.11.	
22.12.	Submission of final reports	All reports to be emailed to fernando.fastoso@hs-pforzheim.de by 22.12.	