

Syllabus
MKT6106 Multicultural Marketing and Branding
Prof. Dr. Fernando Fastoso
Winter semester 2023/24

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| Level | Master | |
| Credits | 3 | |
| Student Contact Hours | 2 SWS | |
| Workload | 90 hours, 30 hours within class and 60 hours for self-study | |
| Prerequisites | Basic knowledge in marketing, consumer behaviour, and branding | |
| Time | See Isf | |
| Room | See Isf | |
| Start Date | 11 October 2023 | |
| Lecturer(s) | Name | Fernando Fastoso, Prof. Dr. |
| | Office | W2.4.01 |
| | Virtual Office | Online Office Fernando Fastoso |
| | Office Hours | See Isf |
| | Phone | (07231) 28-6188 |
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Summary

This course provides students with a comprehensive understanding of the concepts and principles of multicultural marketing and branding. The course starts with an introduction to marketing and branding and swiftly proceeds to delve into the principles ruling marketing at the cross-border level. From day one, students work in groups to address a real-life business task, the final assessment task, which is focused on determining how a company should enter a foreign market and adapt their advertising to suit local culture, targets and market characteristics. Feedback will be provided on group presentations with the view of helping students improve their work looking towards the final assessment.

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 respect of – but not limited to – the impact of cultural differences
- critically evaluate the impact of cross-border operations on the branding policies of a company in regard 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., global/local consumers) impact on multicultural branding policy decisions
- present and justify multicultural marketing strategy decisions in front of an audience
- work both independently and in teams, set goals, and complete multicultural marketing tasks within deadlines
- produce logical and structured, theory-grounded multicultural marketing arguments supported by relevant high-quality sources of information

Main topics covered 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
- Luxury branding
- Ethics and CSR issues in Multicultural Marketing

Course Intended Learning Outcomes and their Contribution to Program Intended Learning Outcomes / Program Goals

| Program Intended Learning Outcomes | | Course Intended Learning Outcomes | Assessment Method | |
|---|--|---|-------------------|------------|
| After completion of the program the students will be able... | | After completion of the course the students will be able... | Presentation | Coursework |
| | | | 30% | 70% |
| | | | Collective | Collective |
| 2 Creative Problem Solving Skills in a Complex Business Environment | | | | |
| 2.1 | ... to identify & classify problems. | ... to identify & classify multicultural marketing problems. | X | X |
| 2.2 | ... to analyze problems. | ... to analyze multicultural marketing problems. | X | X |
| 2.3 | ... to creatively solve problems. | ... to creatively solve multicultural marketing problems. | X | X |
| 2.4 | ... to explain problems and their solutions in a comprehensive manner. | ... to explain multicultural marketing problems and their solutions in a comprehensive manner. | X | X |
| 3 Applied research skills | | | | |
| 3.2 | ... to appropriately apply the research and analysis methods. | ... to appropriately apply the research and analysis methods in the context of multicultural marketing. | X | X |
| 5 Management of the challenges of global sustainability and awareness for social and corporate responsibilities | | | | |
| 5.1 | ... to have a sound basic knowledge of sustainability issues. | ... to have a sound basic knowledge of sustainability issues in the context of multicultural marketing. | X | X |
| 5.2 | ... to identify and analyze sustainability issues and their causes. | ... to identify and analyze sustainability issues and their causes in the context of multicultural marketing. | X | X |

Delivery format

The delivery of the module consists of two main elements:

- (1) **Interactive lectures with class discussion:** Theoretical, lecture-style, sessions introducing topics within 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 work – and receive feedback – on different components of their final presentation. Components are worked on sequentially to eventually form a comprehensive multicultural marketing strategy. That strategy forms the backbone of the final presentation and report.

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 (30%),
- (2) a group report building on the presentation and on the specific recommendations received on the presentation (70%).

Specific guidance on the task will be provided in class. The focus of the task lies in the adaptation of a German advertisement to a foreign environment.

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)

Main readings (available as e-book from the library):

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

Preliminary schedule

| Session | Topics covered | Mandatory text-book for preparation: (textbooks listed above) | Additional readings |
|---------------------|---|--|--|
| Session 1 11.10. | Introduction to Multi-cultural Marketing and Branding Assessment brief | Read chapters in either textbook on a) an introduction to multi-cultural marketing, b) the international environment | <ul style="list-style-type: none"> Kelly, N. (2015). The Most Common Mistakes Companies Make with Global Marketing. Harvard Business Review, https://hbr.org/2015/09/the-most-common-mistakes-companies-make-with-global-marketing Quackenbos, D., Ettenson, R., Roth, M. S. and Auh, S. (2016). Does Your Company Have What It Takes to Go Global? Harvard Business Review, https://hbr.org/2016/04/does-your-company-have-what-it-takes-to-go-global |
| Session 2 18.10. | Market Entry Strategies Seminar exercise Group presentations and feedback sessions | Read chapters in either textbook on market entry strategies | <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', Journal of International Business Studies, 47 (4), 408-427. Yoder, S., Visich, J. K. and Rustambekov, E. (2016). Lessons learned from international expansion failures and successes. Business Horizons, 59 (2), 233-243. |
| Session 3 25.10. | Global marketing mix I Global Branding <ul style="list-style-type: none"> perceived brand origin and perceived brand globalness global consumer segments Seminar exercise Group presentations and feedback sessions | Read chapters on <ul style="list-style-type: none"> a) standardising vs. adapting the global marketing mix b) global branding c) global consumer segments (cosmopolitan, xenocentric, ethnocentric consumers) | <ul style="list-style-type: none"> Fastoso F., Gonzalez-Jimenez H. (2020). Materialism, cosmopolitanism, and emotional brand attachment: The roles of self-congruity and perceived brand globalness. Journal of Business Research. Balabanis G., Diamantopoulos A. (2016). Consumer Xenocentrism as Determinant of Foreign Product Preference: A System Justification Perspective. Journal of International Marketing, 24 (3), 58-77. Liu, H., Schoefer, K., Fastoso, F., Tzemou, E. (2020). Perceived Brand Globalness/Localness: A Systematic Review of the Literature and Directions for Further Research. Journal of International Marketing. doi:10.1177/1069031X20973184. |

| BANK HOLIDAY: NO LECTURES 1.11. | | | |
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| Session 4 8.11. | Global Marketing Mix II <ul style="list-style-type: none"> • COO effect • Global Pricing Seminar exercise Group presentations and feedback sessions | | <ul style="list-style-type: none"> • 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. |
| Session 5 15.11. | Culture and Global Advertising Seminar exercise Group presentations and feedback sessions | | <ul style="list-style-type: none"> • 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 • 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. • 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 |
| REVISION WEEK: NO LECTURES 22.11. | Independent work on presentations | | |
| Session 6 29.11. | Luxury Branding Seminar exercise Group presentations and feedback sessions | | <ul style="list-style-type: none"> • Bartikowski, B., Fastoso, F. J. & Gierl, H. (2019). Luxury Cars Made-in-China: Consequences for Brand Positioning. <i>Journal of Business Research</i>. https://doi.org/10.1016/j.jbusres.2019.01.072 |
| Session 7 6.12. | Final Presentations and Feedback Sessions | All presentation slides to be emailed to fernando.fastoso@hs-pforzheim.de by 5.12. | |
| 20.12. | Submission of final reports | All reports to be emailed to fernando.fastoso@hs- | |

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| | | pforzheim.de by 20.12. | |
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Availability of the lecturer and teaching philosophy:

Prof. Dr. Fernando Fastoso

Office: W2.4.01

Office hours: after appointment by email

Email: fernando.fastoso@hs-pforzheim.de

My teaching philosophy for this course focuses on a) autonomous learning and student preparation for classes coupled with b) learning by knowledge application in class and c) working on the feedback received to improve one's level of knowledge.