



COURSE UNIT (MODULE) DESCRIPTION

Course unit (module) title	Code
Cross-cultural Marketing	

Lecturer(s)	Department(s) where the course unit (module) is delivered
Coordinator: Prof. dr. James Reardon	Faculty of Economics and Business Administration
Other(s):	

Study cycle	Type of the course unit (module)
Second	Compulsory

Mode of delivery	Period when the course unit (module) is delivered	Language(s) of instruction
Classroom	Spring semester	English

Requirements for students	
Prerequisites: Management	Additional requirements (if any): none

Course (module) volume in credits	Total student's workload	Contact hours	Self-study hours
5	130	32	98

Purpose of the course unit (module): programme competences to be developed		
Learning outcomes of the course unit (module)	Teaching and learning methods	Assessment methods
1.2 To raise problems, argue them critically and develop alternatives for problem solving by applying structured thinking and problem-solving techniques.	Lectures, individual analysis of assigned materials, in-class discussions	Test (questions from compulsory and additional materials), results of work during the seminars
2.1 To compile, analyze and interpret information independently.	Lectures, individual analysis of assigned materials, in-class discussions	Test (questions from compulsory and additional materials), results of work during the seminars
4.1 To understand globalisation and cross-cultural differences.	Lectures, individual analysis of assigned materials, in-class discussions	Test (questions from compulsory and additional materials), results of work during the seminars
4.2 To have knowledge and understanding of starting and developing business in competitive environment and in the context of globalization.	Lectures, individual analysis of assigned materials, in-class discussions	Test (questions from compulsory and additional materials), results of work during the seminars
5.1 Analyze cultural, economic, political, legal, scientific and technological global business environment and its dynamics in the age of globalization, increased competition and fast changing technologies by using qualitative and	Lectures, individual analysis of assigned materials, in-class discussions, project SWAT analysis	Test (questions from compulsory and additional materials), results of work during the seminars and on Project

quantitative analysis techniques, to understand it and to make grounded business decisions.		
5.4 Successfully develop and implement strategies and plans of action for the expansion and sustaining competitive advantage in global market	Lectures, individual analysis of assigned materials, in-class discussions	Test (questions from compulsory and additional materials), results of work during the seminars and project
6.1 To influence and motivate your audience to accomplish goals and to enhance team's productivity to boost organization's capabilities and growth.	Lectures, individual analysis of assigned materials, in-class discussions, project completion	Test (questions from compulsory and additional materials), results of work during the seminars and on Project
6.4 Work as a team and critically evaluate theories and practical realities searching for optimal global business development decisions.	Project teamwork both inclass assignemnts and project completion	Results of work during the seminars and on Project
7.1 To find and analyse current scientific research and literature in the field of management and economics for evaluating possible solutions to managerial problems.	Lectures, individual analysis of assigned materials, in-class discussions, project completion	Test (questions from compulsory and additional materials), results of work during the seminars
7.3 To select the appropriate empirical data, to group and analyze it by applying research methods for identifying relationships, drawing conclusions and presenting recommendations for solving managerial problems.	Lectures, individual analysis of assigned materials, in-class discussions and project completion	Test (questions from compulsory and additional materials), results of work during the seminars

Content: breakdown of the topics	Contact hours							Self-study work: time and assignments	
	Lectures	Tutorials	Seminars	Exercises	Laboratory work	Internship/work	Contact hours	Self-study hours	Assignments
Theoretical Foundations of Cross-Cultural Marketing	3			1				10	Analysis of the textbook and additional materials, working on assignments.
Market Opportunity Analysis	3			1				10	Analysis of the textbook and additional materials, working on assignments.
Market Segmentation and Positioning	3			1				10	Analysis of the textbook and additional materials, working on assignments.
Product Mix adaption to Cultural influences	3			1				10	Analysis of the textbook and additional materials, working on assignments.
Distribution and Sourcing Strategies	3			1				10	Analysis of the textbook and additional materials, working on assignments.
Cross Cultural Communications	3			0				10	Analysis of the textbook and additional materials, working on assignments.

Cross-Cultural Pricing	3			1				10	Analysis of the textbook and additional materials, working on assignments.
Export Analysis Project	3			2				60	See Project Outline
Total	24			8				32	98

Assessment strategy	Weight, %	Deadline	Assessment criteria
Class participation and in class assignments	20	16-26 May 2022	Participation in discussion and evaluation of in class assignments
Final Exam	40	10 June 2022	50 questions (of equal value) The final grade consists of the sum of all evaluations: 92–100% - excellent, 10. 83–91% - very good, 9. 74–82% - good, 8. 65–73% - average, 7. 55–64% - satisfactory, 6. 46–54% - weak, 5. Less than 46% - unsatisfactory, minimal requirements are not satisfied, 4, 3, 2, 1.
Project	40	10 June 2022	Evaluation of written Export Analysis Project
			External examination is not possible.

Author	Year of publication	Title	Issue of a periodical or volume of a publication	Publishing place and house or web link
Compulsory reading				
Optional reading				
Assigned additional readings (research papers and internet resources)				Provided in MOODLE e-learning system