

Educational Institution “Belarus State Economic University”

APPROVED

Rector for Educational Institution
«Belarus State Economic University»

A.V.Yegorov

19.12 2024

Reg. No УД 6459-14/academic

INTERCULTURAL COMMUNICATION IN EVENT MARKETING

The curriculum of the educational institution
for the specialty: 7-06-0412-04 Marketing

The curriculum is based on the In-depth Higher Education Standard OCBO 7-06-0412-04-2023, the educational plan of the university for the specialty 7-06-0412-04 Marketing profilization: Event Marketing (in English)

COMPILED BY:

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RECOMMENDED FOR APPROVAL:

Department of Business English, Belarus State Economic University (Minutes № 4 dated 27.11.2024);

Methodical Committee for the specialty “Linguistic Support for Intercultural Communications (majors in)”, “Linguistic Support for Intercultural Communication (specifying the languages)”, “Marketing” profilization “Event Marketing” (in English) (Minutes № 2 dated 02.12.2024);

Scientific and Methodological Council, Belarus State Economic University (Minutes №. 2 dated 18.12.2024).

EXPLANATORY NOTE

The curriculum of the academic discipline “Intercultural Communication in Event Marketing” is **aimed** at the formation of analytical, critical thinking and a creative approach to understanding the process of business communication in event marketing, developing skills and abilities to use the tools of oral and written communication in accordance with generally accepted rules and models in the international business community.

The **purpose** of teaching the discipline " Intercultural Communication in Event Marketing " is presentation of the theoretical and practical foundations of oral and written international marketing communication with communicants from different cultures in certain speech situations and taking into account the English-speaking business environment.

To achieve the goal, teaching the discipline pursues the following **objectives**:

- formation of analytical, critical thinking and creative approach to the implementation of the process of intercultural business communication;
- developing skills in using tools of intercultural economic communication in event marketing;
- formation, development and improvement of professional linguistic and cultural competence, allowing for the effective use of oral and written communication tools in the business environment.

As a result of studying the discipline “Intercultural Communication in Event Marketing” the following **competence** is developed:

- determine verbal and non-verbal features of business communication within the framework of the theory of intercultural communication when fulfilling orders from foreign partners.

As a result of studying the discipline the master students are:

to know: theoretical foundations of oral and written international marketing communication with communicants from different cultures in certain speech situations in the English-speaking business environment;

to be able to: apply the skills of effective international marketing-oriented communication across cultures;

to possess: the tools for establishing, developing and restoring / completing oral and written communication in a business environment across cultures.

Within the framework of this training programme master students are to gain the theoretical and practical knowledge and skills, to develop both their moral, personal and spiritual potential as well as to cultivate the virtues of a true citizen and patriot who is able to actively participate in the economic, social and cultural life of the nation.

The place of the discipline in the system of training a specialist with a higher education: the academic discipline “Intercultural Communication in Event

Marketing” belongs to Module 1 «Innovation Marketing Technologies» of the educational institution’s component.

Connection with other academic disciplines: the discipline “Intercultural Communication in Event Marketing” is based on the knowledge and skills acquired by the master students while studying such disciplines as “Relationship Marketing”, “Strategic Management” and “Project Management”.

The form of the higher education degree program is full-time.

According to the educational plan, the number of hours are the following:

the total number of academic hours – 108, in-class hours – 48 including lectures – 30, seminars – 18.

Self-study – 60.

The labor input accounts to 3 credits.

Exam is used as the form of the midterm assessment.

COURSE CONTENT

Topic 1: The Subject and Significance of Intercultural Communication in Business. Communication and Culture

The significance of intercultural communication (ICC). Types of ICC (international and domestic). Imperatives for studying ICC (technological, demographic, economic, peaceful coexistence, self-analysis, ethical). Dominant culture. Interaction of subcultures. Immigration. The study of ICC from the perspective of individual uniqueness and objectivity.

Principles of communication. Communication as a continuous, transient, dynamic, symbolic, and systemic process. Culture (functions, definitions, characteristics). Methods of cultural assimilation (through proverbs, legends and myths, media, art). Forms of intercultural communication (interracial, interethnic, among subcultures).

Topic 2: A Dialectical Approach to Understanding Culture and Communication

Three approaches to the study of ICC (social, interpretive, critical). The interrelationship of ICC components (culture, communication, context, power). Six dialectics of ICC: cultural-individual, personal-individual, differences-similarities, static-dynamic, historical (past)-contemporary (present and future), privileges-obstacles. Maintaining a dialectical perspective in the study of ICC.

Topic 3: Issues of Identity, Stereotypes, and Prejudices in Intercultural Communication

A dialectical approach to understanding identity. Perspectives on the issue of identity (social, psychological, communicative, critical). Types of identity (gender, racial and ethnic, religious, class, ethnic, regional, personal). Identity and communication. Stereotypes and the associated problems of ICC. Negative and positive stereotypes. Ethnocentrism. Prejudices and their manifestations. Overcoming stereotypes and prejudices.

Topic 4: Verbal and Nonverbal Communication in the Context of Cultures and Its Reflection in Event Marketing

A Comparative Analysis of Verbal and Nonverbal Communication. Training in Nonverbal Behavior. What Can Be Conveyed Through Nonverbal Communication. Functions of Nonverbal Communication. Limitations of Nonverbal Communication. Nonverbal Communication in a Cultural Context. Classifications of Nonverbal Communication. The Significance of the Components of Nonverbal Communication (Action, Space, Time, and Silence) for Intercultural Communication and Event Marketing.

Topic 5: Consideration of Cultural Models by G. Hofstede and Cultural Classifications by E. Hall in Intercultural Communication in Event Marketing

Manifestations of Hofstede's Cultural Dimensions of "Individualism-Collectivism," "Uncertainty Avoidance," "Masculinity-Femininity," "Power Distance," and "Long-Term vs. Short-Term Orientation" within the Organizational Management System and Its Business Culture (Using IBM and Its Subsidiaries in Various Countries as a Case Study).

Classification of Cultures by E. Hall Based on Their High-Context and Low-Context Orientation. Key Characteristics of High-Context and Low-Context Cultures. The Manifestation of the Characteristics of High-Context and Low-Context Cultures in Intercultural Communication in Event Marketing. Informality and Formality as Models for Studying Culture. Self-Confidence and Interpersonal Harmony.

Topic 6: Decision-Making in Event Marketing Through the Lens of Culture

The Role of Information in Business Decision-Making. The Nature of Business Information. Possession of Information. The Ambiguity of "Soft" Information Compared to "Hard" Information. Sources of Information. Information and the Knowledge Economy. Decision-Making in Event Marketing Based on Outcomes (Ends) in Low-Context, Individualistic Cultures and Based on Relationships Between People (Means) in High-Context, Collectivist Cultures. Case Studies on Companies Such as Johnson & Johnson, Levi Strauss, Boeing, and Airbus Industrie.

Topic 7: Culture, Communication, and Conflict Resolution in Event Marketing

Three Approaches to Understanding Conflict. Characteristics of Intercultural Conflict. Conflict as Opportunity and as Destruction. Interpersonal Approach to Conflict. Types of Conflicts (Affective Conflict, Interest Conflict, Value Conflict, Cognitive Conflict, Goal Conflict). Strategies and Tactics of Communication in Conflict Situations. Conflict Resolution Styles (Dominating, Integrating, Compromising, Obliging, Avoiding).

Conflict in Social, Economic, Historical, and Political Contexts. Productive and Destructive Conflicts. Competition and Destructive Conflict. Competition and Cooperation. Resolution of Intercultural Conflicts. Conflict Resolution in Event Marketing Through the Lens of Culture. Key Recommendations for Conflict Resolution. Mediation, Arbitration, and Other Methods of Conflict Resolution.

Topic 8: Characteristics of Advertising in Different Business Cultures

Experience in International Marketing. Globalization of Products. Case Study: Heineken. The Influence of Culture on Market Research. Case Study: Johnson & Johnson – The Language of Love. Advertising Through the Lens of Culture. Consideration of Linguistic and Cultural Realities in Product Advertising. Case Study: Unilever, Unisys Corp., Steelcase Stratfor.

Topic 9: The Influence of Business Structures and Corporate Culture on Intercultural Communication in Event Marketing

Corporate Culture and Intercultural Communication. Stages of Internationalization. Transnational Corporation. National Subsidiary. International Division. Communication in Global Organizations. Global Firms. Structure and Types of Communication (Based on Professionalism in Work, Context, Family Orientation, Political Principles). Case Study: DaimlerChrysler Mitsubishi Motors.

Topic 10: Business Ethics Through the Lens of Cultures

Definition of Ethics. Ethical Considerations and International Business. Relativism and Universalism in Ethics. Moral Considerations in the International Business Process (Six Stages). Intercultural Ethics in Business. Recommendations on Ethical Issues in International Business. The "Golden Rules" of Ethics Across Different Cultures. Business Ethics from a Stakeholder Perspective. Levels of Business Ethics. Ethical Principles in Decision-Making. The Corporation as a Stakeholder. Managing Moral Responsibility in the Market. Multinational Competition: A Case Study of the United States and Japan. Business Ethics in the 21st Century. The Interdependence of Business Ethics Globally. Implementing a Code of Conduct in Communication Practices within Event Marketing.

Educational and Methodological Map
“INTERCULTURAL COMMUNICATION IN EVENT MARKETING”

No. of Unit,, Topics	Title of Unit, Topic	The number of study hours							References	Knowledge control
		Lectures	Practical classes	Seminars	Lab classes	The number of hours for the independent study				
						Lectures	Seminars	Lab classes		
1	2	3	4	5	6	7	8	9	10	11
2nd term										
Topic 1	The Subject and Significance of Intercultural Communication in Business. Communication and Culture	4							[1],[7]	Frontal and individual interview
	The Subject and Significance of Intercultural Communication in Business. Communication and Culture			2					[1],[7]	Case-study
Topic 2	A Dialectical Approach to Understanding Culture and Communication	2							[1],[2],[8]	Frontal and individual interview
	A Dialectical Approach to Understanding Culture and Communication			2					[1],[7]	Case-study
Topic 3	Issues of Identity, Stereotypes, and Prejudices in Intercultural Communication	4							[1],[2]	Frontal and individual interview
Topic 4	Verbal and Nonverbal Communication in the Context of Cultures and Its Reflection in Event Marketing	2							[1],[2]	Frontal and individual interview
	Verbal and Nonverbal Communication in the Context of Cultures and Its Reflection in Event Marketing			2					[2],[4],[5]	Assignments
Topic 5	Consideration of Cultural Models by G. Hofstede and Cultural Classifications by E. Hall in Intercultural Communication in Event Marketing	4							[1],[3],[7]	Drawing up a memo on the topic
	Consideration of Cultural Models by G. Hofstede and Cultural Classifications by E. Hall in Intercultural Communication in Event Marketing			2					[1],[7]	Case-study
Topic 6	Decision-Making in Event Marketing Through the Lens of Culture	2							[8],[9]	Frontal and individual interview
	Decision-Making in Event Marketing Through the Lens of Culture			2					[8],[9]	Case-study

Topic 7	Culture, Communication, and Conflict Resolution in Event Marketing	2						[8],[9]	Frontal and individual interview
	Culture, Communication, and Conflict Resolution in Event Marketing		2					[8],[9]	Case-study
Topic 8	Characteristics of Advertising in Different Business Cultures	2						[1],[3],[10]	Frontal and individual interview
	Characteristics of Advertising in Different Business Cultures	2						[1],[3],[10]	Case-study
	Characteristics of Advertising in Different Business Cultures		2					[8],[9]	Case-study
Topic 9	The Influence of Business Structures and Corporate Culture on Intercultural Communication in Event Marketing	2						[3],[6]	Frontal and individual interview
	The Influence of Business Structures and Corporate Culture on Intercultural Communication in Event Marketing		2					[3],[6]	Case-study
Topic 10	Business Ethics Through the Lens of Cultures	2						[1],[3],[7]	Drawing up a memo on the topic
	Business Ethics Through the Lens of Cultures	2						[1],[2]	Frontal and individual interview
	Business Ethics Through the Lens of Cultures		2					[1],[3],[7]	Drawing up a memo on the topic
	Total	30	18						Exam

INFORMATIONAL AND METHODOICAL SUPPORT

References***Basic:***

1. Dignen Bob. Communicating Across Cultures, Cambridge University Press. 2011. – 96 p.
2. Powell, M. International Negotiations Student's Book with Audio CDs (2) / M.Powell. – Cambridge University Press, 2012. – 112 p.
3. Stretch opportunities: skills and language for your future career. Расширяя возможности: язык и навыки для будущей карьеры : учебное пособие / В. В. Гончарова, Е. Г. Маслова, В. О. Мидова [и др.] ; под общ. ред. В. В. Гончаровой. – М. : Русайнс, 2024. – 98 с. – ISBN 978-5-466-06944-0. – URL: <https://book.ru/book/954065> (дата обращения: 06.12.2024). – Текст : электронный.
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8. Спинова, Е. А. Бизнес-диалог = Business dialogue and negotiation phrases: Reference book / Спинова Е.А. - М. : Магистр, НИЦ ИНФРА-М, 2019. - 72 с. - ISBN 978-5-9776-0239-6. - Текст : электронный. - URL: <https://znanium.ru/catalog/product/1010756> (дата обращения: 06.12.2024). – Режим доступа: по подписке.
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Additional:

11. Business Result. Advanced : Student's Book / Kate Baade [et. al.] ; with additional material by Gareth Davies, Andrew Shouler, Chris Speck, Shaun Wilden. – Oxford : Oxford University Press, 2014. – 167 p.

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14. Program on Negotiation at Harvard Law School. Overcoming Cultural Barriers in Negotiations. Free Report. Cross-Cultural Communication Techniques and Negotiation Skills From International Business and Diplomacy. – 2015. – 19 p.

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16. Кудрявец, Ю. Н. Правовое регулирование внешнеэкономической деятельности : учебно-методическое пособие для студентов учреждений высшего образования, обучающихся по специальности 1-24 01 01 "Международное право" / Ю. Н. Кудрявец ; Белорусский гос. ун-т. – Минск : БГУ, 2015. – 202, [1] с.

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5. Внешняя политика Беларуси: открытая, прагматичная и принципиальная. Портал “Беларусь: факты”. – Режим доступа: http://belarusfacts.by/ru/belarus/politics/foreign_policy/ю - Дата доступа: 10.09.2024

List of questions for the exam on the discipline "Intercultural Communication in Event Marketing"

1. The importance of cross-cultural communication
2. Communication and culture
3. E. Hall's high-context and low-context orientation
4. G. Hofstede's value cultural dimensions: brief description and main points
5. High/low power distance: the main features and countries
6. Femininity/masculinity: the main features and countries
7. Individualism/collectivism: the main features and countries
8. Short/long term orientation: the main features and countries
9. High/low uncertainty avoidance: the main features and countries
10. A dialectical approach to identity
11. Types of identity
12. Developing cultural identity by minority and majority cultures
13. Communication problems caused by stereotypes
14. Prejudice and its negative impact
15. Overcoming stereotypes and prejudice
16. Verbal vs. nonverbal communication
17. Classification of nonverbal communication
18. Culture, communication and conflict. General overview
19. Three approaches to understanding conflict
20. Characteristics of intercultural conflict
21. Conflict as opportunity vs. conflict as destructive
22. Styles of managing conflict with regard to cross-cultural communication
23. Dealing with conflict
24. Making culture bound decisions in communication
25. Ethical consideration and intercultural ethic
26. A stakeholder approach and business ethics
27. The influence of corporate culture on communication

Methodical recommendations for self-study of master's students

Self-study of master's students are very important stage in obtaining course knowledge.

60 hours are allocated for self-study of a full-time student/

The content of students' self-study includes all the discipline topics from the section "Course content".

Main components of self-study for master students are the following:

- detailed review of sections, topics, certain issues, concepts;;
- preparation for seminar classes, including the preparation of reports (including thematic reports), informational and visual materials, abstracts, presentations, essays, etc.;
- executing the specific tasks for diagnostic classes (flowcharts, memos, tables, etc.);
- work with educational, reference, analytical and other literature and materials;
- performing information search and compiling a thematic selection of references, including Internet sources;
- preparation for the interim certification.

Assessment procedures

Assessment is carried out within the framework of monitoring and intermediate certification.

Monitoring tools are used during the term and include the following forms of assessment:

- frontal and individual interview;
- writing a report on a specific topic;
- drawing up a memo on a specific topic;
- completing the table on a specific topic;
- making flowcharts on a specific topic;
- assignments;
- case analysis.

The result of the monitoring during the term is estimated by a mark in points on a ten-point scale and is derived based on the marks put during the activities of the monitoring during the term.

Requirements for the student during the interim certification.

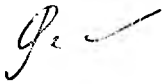
Students are allowed to undergo certification in the academic discipline on condition of successful completion of the monitoring certification (monitoring tools) in an academic discipline set out in the current term by this curriculum.

The interim certification is carried out in the form of an exam.

The methodology of forming a mark for an academic discipline

In accordance with the Regulations on the rating system for assessing the knowledge, skills and abilities of BSEU students.

PROTOCOL OF THE CURRICULUM COORDINATION
WITH OTHER ACADEMIC DISCIPLINES OF THE SPECIALTY

Name of the discipline to be coordinated	Name of the Department	Proposals for changes in the curriculum content of a higher education institution on the academic discipline	Decision taken by the department that developed the curriculum (indicating the date and number of the protocol)
Basics of Event Marketing	Department of International Business Communication	<p>No comments and suggestions</p> 	

ADDITIONS AND CHANGES TO THE CURRICULUM ON THE DISCIPLINE
 «THE TITLE OF THE DISCIPLINE»,
 (Registration N dated NN.NN.NNNN)
 for ____ / ____ academic year

N	Additions and changes	Explanatory notes

The curriculum was revised and approved at the meeting of the Department of "*Title of the Department*"
 (Min. N ____ dated ____ 20 __)

Head of Department,
 academic degree, academic title

Name

APPROVED

Dean of the Faculty
 academic degree, academic title

Name