

Educational Institution
“Belarus State Economic University”

APPROVED BY
Rector of Educational Institution
“Belarus State Economic University”


_____ A.Egorov

19.12 2024 year.

Registration number № 6468-24

INTERCULTURAL MARKETING COMMUNICATIONS

The curriculum of the Educational Institution
in the academic discipline for the majors
7-06-0412-04 "Marketing" and 7-06-0311-01 “Economics”

The curriculum is based on the educational standard for advanced higher education ESHE 7-06-0412-04-2023, the curriculum for the majors 7-06-0412-04 "Marketing" and 7-06-0311-01 "Economics"

COMPILERS:

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REVIEWERS:

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RECOMMENDED FOR APPROVAL:

Department of Marketing of the Educational Institution "Belarusian State Economic University"

(protocol No. 4 dated 11.11.2024);

Methodological commission for the specialties "Marketing", "Logistics", "Advertising activities" of the educational institution "Belarusian State Economic university"

(protocol No. 2 dated 29.11.2024);

Scientific and methodological council of the educational institution "Belarusian State Economic University"

(protocol No. 2 dated 18.12.2024).

EXPLANATORY NOTE

The curriculum in the academic discipline "Intercultural Marketing Communications" is aimed at developing in master's degree students the competencies necessary for the effective analysis, development and implementation of marketing communications in a multinational and multicultural environment. This, in turn, will increase the organization's competitiveness in foreign markets, fully satisfy the needs of foreign buyers and ensure potentially higher profits in the long term.

The purpose of the discipline is to give an idea of communicative models, as well as the specifics of the manifestation of national behavioral characteristics, about the historical factors that influenced the folding of these models, as well as to instill skills and abilities in the field of intercultural marketing communications and the possibility of its use in the practical activities of enterprises and organizations.

Achieving this goal involves solving **the following tasks**:

- practical application of knowledge about cultural differences, their impact on the perception of marketing messages and consumer behavior;
- taking into account the cultural characteristics of target audiences when developing advertising campaigns, branding and PR;
- conducting research to identify characteristics of consumer behavior in different cultures;
- creating original and relevant communication solutions that take into account cultural traditions and values;
- development of intercultural marketing communications projects.

On completion of this course, master's degree students should have the following competencies:

universal:

apply the methods and tools of marketing in relation to innovative projects, to generate and promote new ideas, to apply them for the commercialization of research results.

specialized:

manage different approaches to reducing conflicts in foreign trade transactions and building trust between partners, develop intercultural communication programs, apply decision-making and teamwork models in different cultural groups when entering the foreign market, assess their effectiveness;

As a result of studying the discipline, the master's degree students must

know:

- system and means of intercultural marketing communications;
- the concept of culture of the environment, its significance in intercultural communication.

be able to:

- plan intercultural marketing communications;
- effectively use the cultural factor in cross-cultural marketing communications.

have a skill in:

- revealing the specifics and characteristics of cross-cultural marketing communications;

- applying methods and approaches of Intercultural Marketing Communications for professional work in this area.

As part of the educational process in this academic discipline, the master's degree students must acquire not only theoretical and practical knowledge, skills and abilities in the specialty, but also develop his value-personal, spiritual potential, develop the qualities of a patriot and citizen, ready for active participation in economic, industrial, socio-cultural and public life of the country.

The academic discipline "Intercultural Marketing Communications" for major 7-06-0412-04 "Marketing" belongs to the "Practical Marketing" module of the educational institution component. For major 7-06-0311-01 "Economics" - to the module "Organizational support of the business" of the educational institution component.

The discipline "Intercultural Marketing Communications" is based on the knowledge gained as a result of studying the academic disciplines "Marketing Theory", "Integrated Marketing Communications", "Holistic Marketing", "Sociocultural Communications in Business".

Form of higher education: full-time.

In accordance with the curriculum of specialties 7-06-0412-04 "Marketing" and 7-06-0311-01 "Economics" the discipline is allocated to:

Full-time education:

total number of teaching hours – 108, in-class hours - 36, of which lectures - 18 hours, tutorials - 18 hours.

Distribution of classroom time by courses and semesters:

2nd semester – lectures - 18 hours, tutorials - 18 hours;

Independent work of master students – 72 hours;

Credits – 3 units.

The form of intermediate certification is a credit in the 2nd semester.

CONTENT OF TRAINING MATERIAL

Topic 1. Basics of intercultural communication

The main goals and objectives of the discipline "Intercultural communication". Object and subject of study. The importance of intercultural communication in international marketing.

E. Hall's information system. E. Hall's distinction between cultures with a "strong context" and cultures with a "weak context", cultures with a predominantly monochronic or predominantly polychronous use of time. The size of "personal space" and "sphere of domination" in different cultures. Four parameters of comparison of cultures G. Hofstede. Individualism-collectivism. Distance of power. Fear of uncertainty. Masculinity and femininity as signs of society.

Topic 2. Models of cross-cultural behavior in business according to the theory of R. Gesteland

Models of cross-cultural behavior in business R. Gesteland. The "great divide" between business cultures. Deal-oriented cultures and relationship-oriented cultures. Communication through the "Great section". Formal and informal business cultures. Attitude to time in different cultures.

Topic 3. Planning and implementation of advertising and PR-campaigns in different countries

The essence of advertising across cultures. International advertising and international advertising agencies. Examples of successful advertising campaigns in different countries. The main mistakes in advertising campaigns in foreign markets.

Public relations in Western Europe, USA, Japan, Latin America. Trends and directions of development. Features of the world's best PR-campaigns of both new and world famous brands.

Topic 4. Organization of direct marketing and adaptation of sales promotion activities for different cultures

The main forms of direct marketing in different markets. Direct mail marketing. Telemarketing. Telephone marketing. Internet Marketing. International exhibitions and fairs as a direct marketing tool. Personnel work and communication features at international fairs and exhibitions.

Specific features of the use of incentive methods in individual countries and the degree of their adaptation to the conditions of each specific country. The main stages of preparation and implementation of measures to stimulate sales in foreign markets.

EDUCATIONAL AND METHODOLOGICAL MAP OF THE ACADEMIC DISCIPLINE

"Intercultural Marketing Communications "

Majors 7-06-0412-04 "Marketing", 7-06-0311-01 "Economics"

(full-time receiving advanced higher education)

Section number, topics	Title of section, topic	Number of in-class hours						Literature	Form of knowledge control
		Lectures	Tutorials	Seminars	Laboratory classes	Number of hours of supervised independent work			
						L	T/S		
1	2	3	4	5	6	7	8	9	10
2 semester									
Topic 1	Basics of intercultural communication	4						[1-26]	
	Basics of intercultural communication		4					[1-26]	Survey, discussion
Topic 2	Models of cross-cultural behavior in business according to the theory of R. Gesteland	4						[1-26]	
	Models of cross-cultural behavior in business according to the theory of R. Gesteland		4					[1-26]	Test, discussion
Topic 3	Planning and implementation of advertising and PR-campaigns in different countries	4						[1-26]	
	Planning and implementation of advertising and PR-campaigns in different countries		4					[1-26]	Cases
Topic 4	Organization of direct marketing and adaptation of sales promotion activities for different cultures	6						[1-26]	
	Organization of direct marketing and adaptation of sales promotion activities for different cultures		6					[1-26]	Business game
	Total 2 nd semester	18	18			0	0		Credit
	Total hours	18	18			0	0		

INFORMATIONAL AND METHODOLOGICAL PART

Literature

Basic:

1. Beveridge I., *Intercultural Marketing: Theory and Practice* / Ivana Beveridge. - Routledge; 1st edition, 2020.
2. Beamer, L. & Varner, I. *Intercultural Communication in the Global Workplace*/L. Beamer & I. Varner. - McGraw-Hill/Irwin, 2010.
3. Calloway-Thomas, C., Cooper, P.J., Blake, C. *Intercultural Communication. Roots and Routes*/C. Calloway-Thomas, P.J. Cooper, C. Blake. - Allyn and Bacon, 1999.
4. Gudykunst, W.B. & Ting-Toomey, S. *Culture and Interpersonal Communication*/W.B. Gudykunst & S. Ting-Toomey. – Newbury Park, CA: Sage, 1998.
5. Hall, E.T. & Hall, M. *Understanding Cultural Differences*/E.T. Hall & M. Hall. - Yarmouth, ME: Intercultural Press, 1990.
6. Hoecklin, L. *Managing Cultural Differences. Strategies for Competitive Advantage*/L. Hoecklin. – Addison-Wesley Publishers Ltd, 1995.
7. Hofstede, G. *Cultures and Organizations: Software of the Mind*/ G. Hofstede. - New York: McGraw-Hill, 1991.
8. Martin, J.N. & Nakayama, Th. R. *Intercultural Communication in Contexts*/J.N. Martin & Th.R. Nakayama. - Mountain View, CA: Mayfield Publishing Co., 2005.
9. Weaver, G.R. (Ed.) *Culture, Communication and Conflict. Readings in Intercultural Relations. Revised Second Edition*/G.R. Weaver. - Pearson Publishing Co., 2000.
10. Dignen Bob. *Communicating Across Cultures*, Cambridge University Press. 2011. - 96 p.
11. Powell, M. *International Negotiations Student's Book with Audio CDs (2)* / M. Powell. - Cambridge University Press, 2012. - 112 p.
12. Westergaard, N. *Get Scrappy : smarter Digital Marketing for Businesses Big and Small* / N. Westergaard. - New York [et al.] : Amacom, 2016. - 226 p. : il.
13. Foster, C. *Reputation Strategy and Analytics in a Hyper-Connected World* / C. Foster. - Hoboken : Wiley, 2016. - XVII, 131 p. : il.
14. Thill, J. V. *Excellence in Business Communication : Global Edition* / J. V. Thill, C. L. Bovee. - 13th ed. - Harlow : Pearson , 2020. - 672 p. : il.

Additional:

15. Baade K., Holloway Ch., Scrivener J. & Tutner R. *Business Result. Advanced Student's Book*. Oxford University Press. - 2016. - 167 p.
16. Gates Michael. *Cross Cultural Management*. SI-K Exportcoop SEE, Said Business School, University of Oxford. - 61 slides.
17. Paul Emmerson. *E-mail English*. Macmillan Press, 2014, 96 p.

18. 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.

19. Rebori Marlene K. How to Organize and Run Effective Meetings. University of Nevada Reno. - 2011.

20. Harvard Law School. Project Report Secrets of Successful Dealmaking in Business Negotiations: <http://www.pon.harvard.edu/freemium/dealmaking-secrets-of-successful-dealmaking-in-business-negotiations/>

21. Gerbe K., Intercultural communication as a strategy of global marketing: Marketing strategies of McDonald's in India and Saudi Arabia / Kathrin Gerbe - GRIN Verlag, 2007.

22. Darla K. Deardorff. Manual for Developing Intercultural Competencies : Story Circles. Routledge; 2020. Accessed December 8, 2021. <https://search.ebscohost.com/login.aspx?direct=true&db=e001mww&AN=2142486&lang=ru>

23. Martial Pasquier, Jean-Patrick Villeneuve. Marketing Management and Communications in the Public Sector. Vol Second edition. Routledge; 2017. Accessed December 8, 2021. <https://search.ebscohost.com/login.aspx?direct=true&db=e001mww&AN=1578225&lang=ru>

24. Training Intercultural Competence for Business (Case Study Approach) : учеб. пособие / О.А. Данько, Д.В. Еныгин, В.О. Мидова, М.А. Пономарев, Джеймс Ши. — М. : ИНФРА-М, 2019. — 70 с. - ISBN 978-5-16-107575-3. - Текст : электронный. - URL: <https://znanium.com/catalog/product/1030725> (дата обращения: 09.12.2024). – Режим доступа: по подписке.

25. Павлов, П. В. International Business : textbook / P. V. Pavlov ; Southern Federal University. - Rostov-on-Don ; Taganrog : Southern Federal University Press, 2019. - 294 p.- ISBN 978-5-9275-3129-5. - Текст : электронный. - URL: <https://znanium.com/catalog/product/1088119> (дата обращения: 09.12.2024). – Режим доступа: по подписке.

26. Managing Customer Experiences in an Omnichannel World: Melody of Online and Offline Environments in the Customer Journey / edited by: Taşkin Dirsehan. – Bingley : Emerald Publishing Limited, 2021. – URL: <https://oceanofpdf.com/authors/taskin-dirsehan/pdf-epub-managing-customer-experiences-in-an-omnichannel-world-advances-in-marketing-customer-relationship-management-and-e-services-download/> (date of application: 09.12.2024).

Questions for the credit

1. The main goals and objectives of the discipline "Intercultural communication".
2. Object and subject of study. The importance of intercultural communication in international marketing.
3. E. Hall's information system. E. Hall's distinction between cultures with a "strong context" and cultures with a "weak context", cultures with a predominantly monochronic or predominantly polychronic use of time.
4. The size of "personal space" and "sphere of domination" in different cultures.
5. Four parameters of comparison of cultures G. Hofstede. Individualism-collectivism. Distance of power. Fear of uncertainty.
6. Masculinism and feminism as signs of society.
7. Models of cross-cultural behavior in the business of R. Gesteland. The "great divide" between business cultures.
8. Bargain-oriented cultures and relationship-oriented cultures. Communication through the "Great Section".
9. Formal and informal business cultures. Attitude to time in different cultures.
10. The essence of advertising in different cultures. International advertising and international advertising agencies.
11. Examples of successful advertising campaigns in different countries.
12. The main mistakes in advertising campaigns in foreign markets.
13. Public Relations in Western Europe.
14. Public Relations in the United States.
15. Public Relations in Japan,
16. Public Relations in Latin America.
17. Features of the best world PR-campaigns of both new and world famous brands.
18. The main forms of direct marketing in different markets.
19. Direct mail marketing.
20. Telemarketing.
21. Telephone Marketing.
22. Online marketing.
23. International exhibitions and fairs as a direct marketing tool.
24. Staff work and communication features at international fairs and exhibitions.
25. Specific features of the use of incentive methods in individual countries and the degree of their adaptation to the conditions of each specific country.
26. The main stages of preparation and implementation of measures to stimulate sales in foreign markets.

Organization of independent work of master's degree students

To obtain competencies in an academic discipline, an important stage is the independent work of master's degree students.

A full-time master's degree students is given 72 hours for independent work.

The content of master's degree students' independent work includes all topics of the academic discipline from the "Content of educational material" section.

When studying an academic discipline, the following forms of independent work are used:

- independent work in the form of solving individual problems in the classroom during practical classes under the supervision of a teacher in accordance with the training schedule;
- in-depth study of sections, topics, individual issues, concepts;
- performing standard calculations, individual projects;
- preparation for practical classes, including preparation of messages, thematic reports, information and demonstration materials, presentations, etc.;
- work with educational, reference, analytical and other literature and materials;
- compiling a review of scientific (scientific and technical) literature on a given topic;
- performing information searches and compiling a thematic selection of literary sources and Internet sources;
- analytical text processing (annotating, summarizing, reviewing, summarizing);
- preparation for passing the credit.

Quality control of knowledge acquisition

Diagnosis of the quality of knowledge acquisition is carried out within the framework of ongoing monitoring and intermediate certification. Current control activities are carried out throughout the semester and include the following forms of control:

- survey in classroom sessions;
- discussion;
- business game;
- cases;
- test.

Current certification in the academic discipline is carried out at least three times a semester. The result of ongoing monitoring for the semester is assessed by a mark on a ten-point scale and is derived based on the marks given during the ongoing monitoring activities during the semester.

Requirements for master's degree students when passing intermediate certification.

Master's degree students are admitted to intermediate certification in an academic discipline, subject to successful completion of the current certification (implementation of ongoing control measures) in the academic discipline provided for in the current semester by this curriculum.

Interim certification is carried out in the form of a credit.

Methodology for forming a grade in an academic discipline

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

**THE PROTOCOL OF COORDINATION OF THE CURRICULUM FOR THE
STUDIED ACADEMIC DISCIPLINE WITH OTHER DISCIPLINES OF THE
MAJOR**

The name of the school disciplines with which approval required	Title of the department	suggestions about changes in curriculum content institutions of higher academic education	The decision taken by the department that developed the curriculum (with the date and protocol number)
Marketing and Society	Department of Marketing	No suggestions	Protocol № ____ from ____, 2024