

Institution of Education “Belarus State Economic University”

APPROVED:

Rector,

Institution of Education “Belarus State
Economic University”


_____ V. Yu. Shutilin

28 06 2019

Registration № УД 3751-19/42.

INTERCULTURAL COMMUNICATION IN EVENT MARKETING

Curriculum for Master’s Program students
(Major: 1-26 80 05 “Marketing”)

AUTHOR: *Viktor S. Slepovitch*, Ph.D., Associate Professor and Department Chair, Department of Business English, Institution of Education “Belarus State Economic University”

REVIEWERS:

M.G. Bogova, Ph.D., Associate Professor of the Department of foreign language discourse communication, Institution of Education “Minsk State Linguistic University”.

N.P. Mogilenskikh, Ph.D., Associate Professor and Department Chair, Department of Intercultural Economic Communication, Institution of Education “Belarus State Economic University”.

RECOMMENDED FOR APPROVAL BY:

Department of Business English, Institution of Education “Belarus State Economic University” (Minutes № *10* of *05.19*);

Scholarly-methodological council, Institution of Education “Belarus State Economic University” (Minutes № *6* of *25.06.2019*)

EXPLANATORY NOTE

The educational discipline “Cross-cultural communication in event marketing” is an important component of training graduate students of the practice-oriented master’s program in English majoring in Marketing.

The relevance of the discipline follows from the necessity of forming the future specialists’ skills in applying adequate means of communication in the context of the ongoing changes of international business communication in the sphere of event marketing.

The goal of the course is as follows:

- systemic teaching problem aspects of cross-cultural communication in event marketing, as well as mastering major concepts and terminology;
- developing cultural awareness and capability of appropriate interpretation of the communicative behavior in business sphere of various cultures.

The objectives of the discipline include the formation of the following master’s program students’ competencies:

- *academic competency*, i.e. knowledge of the main rules of cross-cultural communication in their own country and abroad, as well as skills to see and take into account intercultural differences in professional communication;
- *socio-personal competencies* that manifest themselves in the feeling of civic responsibility, self-esteem, and responsibility for the decisions made;
- *professional competency* which implies the ability to creatively solve problems in the professional sphere and clearly express ideas both in written and oral forms, as well as carry out information-analytical foreign economic activities within the framework of their profession;
- *communication competency*, i.e. ability to adequately use verbal and nonverbal means of communication in various settings of communication in international business. This, in turn, includes linguistic, strategic, socio-cultural, and discursive competencies, which imply adequate choice and use of language/discourse means and communication strategies in a particular setting, as well business partners’ cultural awareness in accordance with a specific situation.

Requirements to the level of the educational discipline acquisition

As a result of studying the course “Cross-cultural communication in event marketing” a graduate student must

know:

- specifics of cross-cultural communication required for event marketing actions that are able to become a news event (product placement, festivals and fares, ambient media, mass events, test-drives, PR events, image events, etc.);
- rules of using communication tactics and specifics of cultural differences in the process of event marketing as a technology of brand promotion;
- main cross-cultural differences in event marketing communication.

be able to:

- correlate verbal, nonverbal, and paraverbal characteristics of communication with a specific communicative situation;
- apply various discursive practices for the implementation of communicative strategies of events;
- coordinate the event concept with the platform of the brand being promoted based on the communication skills with people of various cultures;
- acquire information from international business papers and make it systemic according to the required parameters;
- forecast the development of communication scenario and business event, given the partner’s cultural background;
- substantiate one’s point of view, given business partners’ cultural background.

Forms of control

The main forms of control are as follows:

- interactive questions/answers,
- presentations on certain themes,
- checking practical tasks;
- current and final tests.

The total amount of hours is 108, of which:

Classroom hours for full time students – 48 (in the 2nd semester:

Lectures – 30, seminars - 18)

Form of control: an exam

Content of the Teaching Materials of the Course
“Cross-cultural communication in event marketing” (CCEM)

Theme 1.

Subject and meaning of the course CCEM. Communication and culture.

Importance of cross-cultural communication in event marketing. Types of intercultural communication (international and domestic). cross-cultural communication imperatives. Dominant cultures. Interaction of sub-cultures. Studying cross-cultural communication in event marketing from the perspective of individual’s uniqueness and objectivity. Forms of cross-cultural communication (inter-racial, inter-ethnic, and sub-cultural).

Theme 2.

Dialectical approach to understanding culture and communication

Three approaches to studying cross-cultural communication (social, interpretive, and critical). Interrelation of cross-cultural communication components (culture, communication, context, and power). Six dialectics of cross-cultural communication. Maintaining a dialectical perspective in studying cross-cultural communication.

Theme 3.

Identity, stereotypes, and prejudices in cross-cultural communication

A dialectical approach to identity. Types of identity (gender, age, social, racial, ethnic, national, regional, and personal). Identity and communication. Stereotypes and problems for cross-cultural communication. Prejudices and ways of their manifestation. Overcoming stereotypes and prejudices.

Theme 4.

Verbal vs. Nonverbal communication in the context of cultures and its reflection in event marketing

Comparison of verbal and nonverbal communication. Teaching nonverbal communication. Functions of nonverbal communication. Nonverbal communication in the context of cultures. Classification of nonverbal communication. Importance of nonverbal communication components for cross-cultural communication in event marketing.

Theme 5.

G. Hofstede’s cultural dimensions and E.Hall’s classification of cultures tailored to event marketing

Cultural models according to G. Hofstede. Individualism vs. Collectivism. Masculinity vs. Femininity. Uncertainty avoidance. Power distance. Long-term vs. Short-term orientation (based on the IBM branches in 40 countries).

E. Hall’s classification of cultures according to their high-context and low-context orientation. Main characteristics of high-context and low-context cultures. Their

manifestation in cross-cultural communication in event marketing. Informality and formality as models of culture study. Confidence and interpersonal harmony.

Theme 6.

Decision making in event marketing through the prism of cultures

Role of information for making decisions in business. Ambiguity of soft and hard information. Sources of information. Information and knowledge economy. Decision making based on ends in low context cultures and on the basis of relationships between people (means) in high context cultures. Case study: Johnson & Johnson; Levi Strauss; Boeing and Airbus Industrie.

Theme 7.

Communication, culture, and conflict resolution in event marketing

Three approaches to understanding conflict. Intercultural conflict. Conflict as an opportunity and destructive conflict. Interpersonal approach to conflict. Types of conflicts (affective, conflict of interests, conflict of values, cognitive conflict, conflict of goals). Communication strategy and tactics in conflict situations. Styles of conflict resolution (domineering, integrating, obliging, avoiding, compromising). Value differences and conflict. Interpretive and critical approaches to social conflict. Conflicts in social, historic, political, and economic contexts. Productive and destructive conflicts. Competition and cooperation. Conflict resolution in business through the prism of cultures. Mediation, arbitration and other ways of conflict resolution.

Theme 8.

Specifics of advertising in different business cultures

Experience of international marketing. Globalization of output. Case study (Heineken). Impact of culture on market research. Case study: products of Johnson & Johnson. Advertising through the prism of cultures. Language and cultural realities in advertising. Case study: Unilever, Unisys Corp., Steelcase Stratford.

Theme 9.

Impact of business structures and corporate cultures on CCEM

Corporate culture and cross-cultural communication in event marketing. Stages of internationalization. International division. Communication in the global organization. A global firm. Structure and types of communication based on professionalism in work, context, family orientation, and political principles. Case study by the example of Daimler Chrysler and Mitsubishi Motors.

Theme a 10.

Business ethic through the prism of cultures

Ethic definition. Ethical considerations in IBC. Moral considerations in IBC. Intercultural ethic in business. Relativism and universalism of business ethic. Golden rules of ethic for different cultures. Business ethic: A stakeholder approach. Levels of business ethic. Multinational competition by the example of

Учебно-методическая карта учебной дисциплины «Межкультурная коммуникация в событийном маркетинге» для дневной формы получения высшего образования

№	Name of the topic	The number of classroom hours					8	Form of control
		Lectures	Practical classes	seminars	Lab	Independent work		
1	2	3	4	5	6	7	8	9
1.	Subject and meaning of the course CCEM. Communication and culture.	6					[11, L1,2]	
2	Dialectical approach to understanding culture and communication	6					[11, L4]	
3	Identity, stereotypes, and prejudices in cross-cultural communication		4				[11, L5]	Test
4	Verbal vs. Nonverbal communication in the context of cultures and its reflection in event marketing	6					[1, Ch. 6] [11, L. 7]	
5	G. Hofstede's cultural dimensions and E.Hall's classification of cultures tailored to event marketing	6					[11, L. 3] [7, 8] [5]	Test
6	Decision making in event marketing through the prism of cultures	2	2				[1, Ch. 8] [11, L. 12] [12, Part 5]	

7	Communication, culture, and conflict resolution in event marketing	4	2				[1, Ch. 8] [11, L. 10]	Test
8	Specifics of advertising in different business cultures		4				[6, Ch. 4]	
9	Impact of business structures and corporate cultures on CCEM		2				[1, Ch. 11]	
10	Business ethic through the prism of cultures		2				[10]	
	Всього часов	30	18					Экзамен

the USA and Japan. Business ethic in the 21st century. Implementation of code conduct in business practice.

INFORMATION-METHODOLOGICAL PART

REFERENCES

Main:


1. Beamer, L. & Varner, I. *Intercultural Communication in the Global Workplace*/L. Beamer & I. Varner. - McGraw-Hill/Irwin, 2010.
2. 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.
3. Gudykunst, W.B. & Ting-Toomey, S. *Culture and Interpersonal Communication*/W.B. Gudykunst & S. Ting-Toomey. – Newbury Park, CA: Sage, 1998.
4. Hall, E.T. & Hall, M. *Understanding Cultural Differences*/E.T. Hall & M.Hall. - Yarmouth, ME: Intercultural Press, 1990.
5. Hoecklin, L. *Managing Cultural Differences. Strategies for Competitive Advantage*/L. Hoecklin. – Addison-Wesley Publishers Ltd, 1995.

Additional

6. Hofstede, G. *Culture's Consequences*/G. Hofstede. - Newbury Park: Sage, 1980.
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. Weiss, J.W, *Business Ethics. A Managerial, Stakeholder Approach*/ J.W. Weiss. – Belmont, CA: Wadsworth, Inc., 1994.
11. Слепович, В.С. *Intercultural Communication Course Pack. Межкультурная коммуникация (на английском языке)*./В.С. Слепович. – Мн.: БГЭУ, 2006.
12. Слепович, В.С. *Business English (7-е изд.)*/ В.С. Слепович – Минск:ТетраСистемс, 2012.
13. Deresky, H. *International Management: Managing across Borders and Cultures*/ H.Deresky. - Reading, Massachusetts: Addison, Wesley, 1997.
14. Elashmawi, F. *Multicultural Management 2000: essential cultural insights for global business success*/F. Elashmawi, P.R.Harris. – Houston: Gulf, 1998.

15. Harris, P.R. & Moran, R.T. *Managing Cultural Differences: Leadership Strategies for a New World of Business* (4th ed.)/ P.R. Harris & R.T. Moran - Houston: Gulf Publishing Company, 1996.
16. Lewis, R. *When Cultures Collide: Managing Successfully Across Cultures* / R. Lewis - London: Nicholas Brealey, 1996.
17. Peterson, R.B. *Managers and National Character: A Global Perspective*/R.B. Peterson. - Westport, CT: Quorum Books, 1993.
18. Слепович, В.С. Межкультурная коммуникация: Пятое измерение национальных культур (по Г. Хофстеде). // *Теоретические и методологические аспекты коммуникации*./В.С. Слепович. – Минск: РИВШ, 2007, с.69 – 78.

ПРОТОКОЛ СОГЛАСОВАНИЯ УЧЕБНОЙ ПРОГРАММЫ УВО

Название учебной дисциплины, с которой требуется согласование	Название кафедры	Предложения об изменениях в содержании учебной программы учреждения высшего образования по учебной дисциплине	Решение, принятое кафедрой, разработавшей учебную программу (с указанием даты и номера протокола)
1. Основы событийного маркетинга	Кафедра межкультурной экономической коммуникации	Нет 	Протокол № <u>70</u> от <u>30.05</u> 2019

ДОПОЛНЕНИЯ И ИЗМЕНЕНИЯ К УЧЕБНОЙ ПРОГРАММЕ УВО
на ____ / ____ учебный год

№ п/п	Дополнения и изменения	Основание

Учебная программа пересмотрена и одобрена на заседании кафедры

_____ (протокол № ____ от _____ 201_ г.)
(название кафедры)

Заведующий кафедрой

_____ (ученая степень, ученое звание)

_____ (подпись)

_____ (И.О.Фамилия)

УТВЕРЖДАЮ
Декан факультета

_____ (ученая степень, ученое звание)

_____ (подпись)

_____ (И.О.Фамилия)