INTERCULTURAL COMMUNICATION IN EVENT MARKETING

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

Department of Business English, Institution of Education “Belarus State Economic University” (Minutes № 10 of 30.05.13);

Scholarly-methodological council, Institution of Education “Belarus State Economic University” (Minutes № 6 of 25.06.2013)
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 2\textsuperscript{nd} 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**


**Theme 8.**

**Specifics of advertising in different business cultures**


**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**

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INFORMATION-METHODOLOGICAL PART

REFERENCES

Main:

Additional


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<th>Предложения об изменениях в содержании учебной программы учреждения высшего образования по учебной дисциплине</th>
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ДОПОЛНЕНИЯ И ИЗМЕНЕНИЯ К УЧЕБНОЙ ПРОГРАММЕ УВО
на _____/______ учебный год

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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)