

Educational Institution  
“Belarus State Economic University”

APPROVED BY

Rector of Educational Institution

“Belarus State Economic University”

\_\_\_\_\_ A.Egorov

\_\_\_\_\_ 2021 year.

Registration number № \_\_\_\_\_

**INTERCULTURAL MARKETING COMMUNICATIONS**

The curriculum of the Educational Institution of higher education in the academic  
discipline for the major 1-26 80 05 "Marketing"

The curriculum is based on the curriculum for the major 1-26 80 05 "Marketing", reg. No. 89MFP-21 from 26.02.2021.

### **PROGRAMM AUTHORS:**

*S.V.Osnovin*, Associate Professor of the Marketing Department of the Belarusian State Economic University, Candidate of Agricultural Sciences

*E.V.Kudasova*, Assistant Professor of the Marketing Department of the Belarusian State Economic University, Master of Economics

*N.A.Poleschuk* Associate Professor of the Marketing Department of the Belarusian State Economic University, Candidate of Economic Sciences

### **REVIEWERS:**

*S.I. Puplikov*, Head of the Department of Economics and Management, Institute of Entrepreneurial Activity, Candidate of Economic Sciences, Associate Professor

*T.V. Kuznetsova*, Associate Professor of the Logistics and Pricing Policy Department of the Belarusian State Economic University, Candidate of Economic Sciences

### **RECOMMENDED FOR CONFIRMATION:**

The Marketing Department of the Belarusian State Economic University  
(protocol № \_\_\_\_ from \_\_\_\_ 2021);

Scientific and Methodological Council of the Belarusians State Economic University  
(protocol № \_\_\_\_ from \_\_\_\_ 2021).

## COURSE INTRODUCTION

"Intercultural Marketing Communications" is one of the fundamental disciplines that form the professional skills of managers and marketers.

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.

The main goal of the discipline is the formation of professional competence in the field of:

- theory and practice of using intercultural marketing communications;
- application of intercultural marketing communications tools.

As a result of studying the discipline, the student 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.

**Possess:**

- the specifics and characteristics of cross-cultural marketing communications;
- a set of knowledge and skills necessary for professional work in this area.

The discipline "Intercultural Marketing Communications" is closely related to such disciplines as international marketing, global marketing, strategic marketing, etc.

For specialization International Marketing (in English).

Full-time education. There are 108 hours of discipline, of which 36 are classroom hours, including 18 hours - lectures, practice - 18 hours.

The form of control is credit (2<sup>nd</sup> semester).

As a result of studying the discipline, the student must possess the following competencies:

- YK-5 – choose the ways of speech behavior that ensure the success of professional communication with an adequate interpretation of various communicative situations;

- CK-9 – 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.

# CONTENTS

## **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 Course Outline

Topic No.	Topic name, topic contents	Number of classroom hours							Literature	Form of control
		Lectures (L)	Practical classes (PC)	Seminars (S)	Laboratory Classes (LC)	Managed (controlled) student independent learning				
						L	PC/S	LC		
1	2	3	4	5	6	7	8	9	10	11
1	Basics of intercultural communication	2	2			0	0		[1,10]	Quizzes, group discussions
2	Models of cross-cultural behavior in business according to the theory of R. Gesteland	2	2			0	0		[5,14]	Test, group discussions
3	Planning and implementation of advertising and PR-campaigns in different countries	4	4			4	4		[1,7]	Case-studies
4	Organization of direct marketing and adaptation of sales promotion activities for different cultures	2	2			4	4		[1,3]	business games
	<b>Total</b>	<b>10</b>	<b>10</b>			<b>8</b>	<b>8</b>			<b>Credit</b>

## **METHODICAL RECOMMENDATIONS FOR THE STUDY OF DISCIPLINE**

In mastering the knowledge of the discipline an important step is the independent work of students. We recommend a budget of time for independent work on average 2-2.5 hours for a 2-hour classroom.

The main areas of independent master's student work are:

- initially detailed familiarization with the program of the academic discipline;
- acquaintance with the list of recommended literature on the discipline as a whole and its sections, its presence in the library and other available sources, study of the necessary literature on the topic, selection of additional literature;
- study and expansion of the lecture material of the teacher due to the special literature, consultations;
- preparation for practical and seminars on specially developed plans with the study of basic and additional literature;
- preparation for the implementation of diagnostic forms of control (tests, colloquiums, examinations, etc.);
- work on the implementation of abstracts and essays;
- credit preparation.



## LITERATURE

### BASIC

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## ADDITIONAL

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16. Gates Michael. Cross Cultural Management. SI-K Exportcoop SEE, Said Business School, University of Oxford. - 61 slides.

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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/>

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**The protocol of coordination of the curriculum for the studied academic discipline with other disciplines of the specialty**

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)
1. Marketing of Innovation Project	Department of Industrial Marketing and Communications	No suggestions	Protocol № __ from _____, 2021

**ADDITIONS AND AMENDMENTS TO THE EDUCATIONAL PROGRAM  
ON THE STUDIED TRAINING DISCIPLINE**

for the \_\_\_\_\_ year

№	Additions and changes	The ground

The curriculum is revised and approved at a meeting of the Department of Marketing (protocol № \_\_\_\_ from \_\_\_\_\_ 20\_\_ year)

Head of the Department

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APPROVED BY

Director of IMP

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