

International and Cross-Cultural Marketing (F710290)

Course size *(nominal values; actual values may depend on programme)*

Credits 3.0

Study time 90 h

Course offerings and teaching methods in academic year 2026-2027

A (semester 2)

English

Gent

lecture

seminar

Lecturers in academic year 2026-2027

Slabbinck, Hendrik

EB23

lecturer-in-charge

Branca, Erika

EB23

co-lecturer

Offered in the following programmes in 2026-2027

[Bachelor of Science in Business Administration](#)

crdts

3

offering

A

[Exchange programme in Economics and Business Administration](#)

3

A

Teaching languages

English

Keywords

marketing, cross-cultural marketing, Internationalisation@Home

Position of the course

This course aims to provide the students with relevant theoretical frameworks and practical insights into cross-cultural marketing. In an increasingly interconnected global business environment it is crucial that marketers recognize how a better understanding of cultural differences in consumption and communication can help improve business performance. Cross cultural marketing examines how local and multinational companies can appreciate and adapt to international diversity.

This course incorporates elements of internationalization@home (I@H). I@H refers to international and/or intercultural learning experiences acquired at the home university. Within this course, the international context is addressed in teaching practice and group work is done in multicultural groups.

Contents

Cross-cultural marketing

- Cross-cultural marketing: definitions
- Intercultural consumer behaviour
- Diversity in cross cultural marketing

Initial competences

Basic knowledge English and introduction to marketing (management)

Final competences

- 1 Students must have a basic knowledge of the impact of cultural diversity on marketing theory and practice.
- 2 Students should be able to apply the acquired knowledge to solve practical marketing cases.
- 3 Students must be able to cooperate in a multicultural group
- 4 Knowledge on the most important cultural variables
- 5 Students must be able to identify the elements in a marketing campaign that are influenced by cross-cultural differences

Conditions for credit contract

Access to this course unit via a credit contract is unrestricted: the student takes into consideration the conditions mentioned in 'Starting Competences'

Conditions for exam contract

This course unit cannot be taken via an exam contract

Teaching methods

Seminar, Lecture, Practical

Extra information on the teaching methods

Lectures, with discussions and case studies. Case studies are supported by videos and/or other didactical materials. The course ends with a case study which is discussed, analyzed, and solved in small groups.

Study material

Type: Slides

Name: all slides that accompany the lectures

Indicative price: Free or paid by faculty

Optional: no

References

Eagle, L and Dahl, S (2015). Marketing Ethics & Society. London, UK: Sage.
Lee, JA, Usunier, JC and Tarras, V (2023). Business & Marketing Across Cultures (most recent edition). London, UK: Sage
Usunier, JC and Lee, JA (2013). Marketing Across Cultures (6th edition). Harlow, UK: Pearson Education Limited.

Course content-related study coaching

Handouts are provided for every class session on the electronic learning environment. Students can ask questions to the lecturer immediately after each lecture and on appointment.

Assessment moments

end-of-term and continuous assessment

Examination methods in case of periodic assessment during the first examination period

Written assessment

Examination methods in case of periodic assessment during the second examination period

Written assessment

Examination methods in case of permanent assessment

Peer and/or self assessment, Assignment

Possibilities of retake in case of permanent assessment

examination during the second examination period is possible in modified form

Extra information on the examination methods

The written exam consists of multiple-choice questions and/or open questions.
Group-assignment: Students are required to write a concise marketing plan for a fictitious local company that aims to enter the international market.
Retake: only the parts for which the student didn't pass need to be retaken. The scores of the part for which the student passed, are used as the score for the retake exam.

Calculation of the examination mark

The written exam counts for 60 % of the total score and groupwork (after peer assessment) for 40%. The teacher remains responsible for the final mark and has the right to adjust the peer assessment score or to even neglect the peer assessment score when determining the scores of the individual students on the groupwork. When the student scores less than 10/20 for at least one of the components, he/she can no longer pass the entire course unit. If the total score is a mark of 10 or more out of 20, then this is reduced to 9/20.

