

## 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	practical lecture seminar	0.0h
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**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**

	<b>crdts</b>	<b>offering</b>
<a href="#">Bachelor of Science in Business Administration</a>	3	A
<a href="#">Exchange programme in Economics and Business Administration</a>	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 or product that aims to enter the international market.

Retake: only the parts for which the student didn't pass need to be retaken. 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 75% of the total score and groupwork (after peer assessment) for 25%. 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.

