KURSPLAN

Cross-Cultural Advertising and Marketing Communication, 7,5 högskolepoäng

Cross-Cultural Advertising and Marketing Communication, 7.5 credits

Kurskod:	LCAK19	**Utbildningsnivå:**	Grundnivå
Fastställd av:	Utbildningschef 2019-05-20	**Utbildningsområde:**	Samhällsvetenskapliga området
Gäller fr.o.m.:	Hösten 2019	**Ämnesgrupp:**	FE1
Version:	1	**Fördjupning:**	G1F

Lärandemål

On completion of this course, students should be able to:

Kunskap och förståelse

1. describe and exemplify basic concepts of marketing in a cross-cultural context
2. describe and exemplify basic concepts of marketing communication in a cross-cultural context
3. summarize and explain current research within marketing communication in a cross cultural context

Färdighet och förmåga

4. apply various tools of marketing communication in a cross-cultural context
5. apply various traditional and digital media of marketing communication in a cross-cultural context
6. apply various messages of marketing communication in a cross-cultural context
7. apply combinations of marketing- and marketing communication models in developing a conceptual marketing communication idea with a cross-cultural approach

Värderingsförmåga och förhållningssätt

8. evaluate cultural differences of various brands
9. take on a reflective, approach in critically analyzing marketing and marketing communication in a cross-cultural context
10. evaluate ethical issues concerning marketing and marketing communication in a cross-cultural context

Innehåll

- Marketing and marketing communication strategies in a cross cultural context
- Segmentation and target market analysis in a cross cultural context
- Branding in a cross cultural context
- Ethics and legal issues within marketing and marketing communication in a cross cultural context

Undervisningsformer

The teaching consists of lectures, seminars and exercises performed individually or in groups. A digital learning platform is used.
Students who have been admitted to and registered on a course have the right to receive instruction/supervision for the duration of the time period specified for the particular course to which they were accepted. After that, the right to receive instruction/supervision expires.

Undervisningen bedrivs på engelska.

Förkunskapskrav

General entry requirements and 45 credits in Media and Communication Science or equivalent. English proficiency is required. Exemption is granted from the requirement in Swedish.

Examination och betyg

Kursen bedöms med betygen A, B, C, D, E, FX eller F.

The grades A, B, C, D and E are all passing grades. For courses with more than one examination, students are given a final grade based on an overall assessment of all examinations included in the course. The final grade of the course is issued only when all course units have been passed.

The examination is based on instruction and course literature.

To get course grade A or B, the student must have grade A or B on the home examination.

The examination must allow for students to be assessed on an individual basis. Students may not make a second attempt at any examination (or element of examination) already passed in order to receive a higher grade. Further information concerning assessment and grading criteria is provided in a study guide distributed at the beginning of the course.
Students are guaranteed a minimum of three examination occasions, including the regular occasion. If a student has failed the same examination three times, the student is entitled to request that the next examination is assessed and graded by a new examiner if possible. The decision to accept or reject such a request is made by the vice dean of education.
In case the course is terminated or significantly altered, examination according to the present course syllabus shall be offered on at least two occasions in the course of one year after the termination/alteration.

The examinations are based upon:

One group assignment;
- Seminar, 2,5 credits, Fail/Pass grading (ILO 1,2,3,9,10)
One individual assignment;
- Home Examination, 5 credits, A-F grading (ILO 4,5,6,7,8,10)

Poängregistrering av examinationen för kursen sker enligt följande system:

Examinationsmoment	Omfattning	Betyg

Seminar[I]	2,5 hp	U/G
Home Examination	5 hp	A/B/C/D/E/FX/F

[I] The examination is graded fail (U) or pass (G)

Kursvärdering

At the end of the course, a course evaluation is performed and commented on by the course coordinator and, if possible, a student/students (course developer/s). The course evaluation, which is published on the relevant learning platform and submitted to the study administration, is to function as a basis for future improvements to the course.

Kurslitteratur

Armstrong, Gary and Kotler, Philip (2014). *Marketing - An introduction.* London: Pearson Education Limited. 672 pages.

Fill, Chris (2011). *Essentials of Marketing Communication.* New Jersey: Financial Times/Prentice Hall, 412 pages.

Articles 200 pages.

Referenslitteratur

Citing Sources – How to Create Literature References. http://ju.se/library/search--write/citing-sources---how-to-create-literature-references.html

Information Material about Anti-Plagiarism at Universities. *The Interactive Anti-Plagiarism Guide – Jönköping University*. http://pingpong.ju.se/public/courseId/10565/publicPage.do