

Course Information	
Course Title	Cross-Cultural Advertising Communication
Teaching Language	English
Teaching Methods	Seminar
Type of Class Arrangement (A-H)	A2
Course Description	This course is cross - disciplinary and combines communication, international business, and marketing studies. The emphasis will be placed on creative methods in advertising, understanding cross - cultural differences influencing the content and efficiency of the integrated marketing communications (IMC), proper choice of the communication channels and media tools, measurement of the effectiveness, and coordination with other aspects of the combined marketing program in international setting. Special attention will be paid to the development of the practical skills of designing communication campaigns on the global market. One of the topics will be COVID related global supply chain and marketing developments and their implications on the IMC in the international marketplace.
Course Syllabus	<p>Cross - Cultural Advertising Communication*</p> <p>1. Instructor: Dr. Andrey Mikhailitchenko, California State University, Sacramento. Email: mikhaili@csus.edu</p> <p>2. Time of the Course: July 17 to 28, 2023; Tuesday, Wednesday, Thursday, Friday 8:30AM- 12:00PM.</p> <p>3. Course Description: Cross - Cultural Advertising Communication is a course designed on the basis of an interdisciplinary approach combining components of communication, international business and marketing. Emphasis will be placed on creative methods, choice of the media tools, measurement of effectiveness, and coordination with other aspects of the combined marketing program in international setting. Special attention will be paid to cross - cultural issues and design of communication campaigns on the global market. One of the topics will be COVID related developments and their implications on integrated marketing effort in the international marketplace.</p> <p>4. Learning Objectives: Understanding the content and the role of cross - cultural advertising and promotion from an Integrated Marketing Communications (IMC) perspective; Getting the knowledge and skills required to implement the IMC approach in the global business environment, from situation analysis to designing the execution strategy; Developing practical skills for designing and execution of IMC campaigns on the cross - cultural platforms in the international marketplace.</p> <p>5. Tentative Course Outline: July 18 - Review of the requirements, basic concepts and definitions; July 19 - The Cross - Cultural Communication Process, Source, Message, and Channel Factors; July 20 - Objectives, Budgeting, and Creative Strategy: Planning and Development in Global Environment, COVID Related Constraints and Challenges; July 21 - Creative Strategy: Implementation and Evaluation in Global Environment, Identifying Major New Developments and Advertising Implications; July 25 - Media Planning and Strategy in International</p>

	<p>Setting, Evaluation of Media Carriers Performance; July 26 – Support Media, Direct Marketing, Digital and Social Media on the Global Market; July 27 – Public Relations, Publicity, and Corporate Advertising in International Media; July 28 – Cultural Issues in Global Advertising, Cross – Cultural Variability in Communication Perception, Course Final Review and Wrap – Up. * This is the simplified version of the Syllabus. The full one is in the attachment.</p>
<p>Course Assessment</p>	<p>1. Final Term Project (50 points). Term project links students' knowledge to the real world business and helps to acquire practical skills needed for designing a comprehensive IMC campaign on the international market. Students will conceptually develop and design an advertising campaign for a real existing company or organization. The submission length is 1,500 to 2,000 words total.</p> <p>2. In – class Group Assignments (40 points). After we cover the material of each learning module students will be given short assignments which major value is finding real – life examples illustrating the concepts discussed in class. The deliverable is the hand – written text and/or graph addressing the questions given for the assignments.</p> <p>3. Case Studies (30 points). During the course three case studies on international advertising will be reviewed, and each one will require a brief 1 to 1.5 pages report. After reports submission and grading each case will be discussed in class.</p> <p>4. Quizzes (70 points). There will be seven quizzes on the course. Each quiz will consist of 10 questions, 1 point each. All of the quizzes will be on the basic concepts and definitions learned on the course.</p> <p>5. Participation (10 points). In- class participation is the essential element of this course. Not only quantity, but also quality of participation will be graded.</p>
<p>Course Books and Recommended Reading</p>	<p>1. ISE Advertising and Promotion: An Integrated Marketing Communications Perspective, 12th Edition. By George E. Belch and Michael A. Belch. McGraw – Hill, 2021. ISBN –10 1260570991. ISBN –13 978 –1260570991.</p> <p>2. Case Studies*: a) Under Armour Enters the Basketball Shoe Market; b) Kodak : The Rebirth of an Iconic Brand; c) Gucci' s Turnaround: Repositioning a and Rebuilding the Company. *Case studies will be provided by the instructor.</p>