



Cross Cultural Marketing: Interactive Workshop

This workshop is for those outside of a marketing background who wish to gain an insight into Cross Cultural Marketing issues that affect today's businesses.

When Levitt (1983) made his prediction that global marketing with one distinct message was the way forward many companies followed this strategy. There has now been a resurgence of a more local approach and appreciation which has a systematic approach to cater to the local needs; "Act global think local."

Culture has important consequences for those involved in marketing campaigns and a deeper understanding of the effects that cultural influences have on the marketing message being received is vital in being able to determine if your marketing message is actually reaching the audience and being received as you had intended.

Drawing on the theory first introduced by Hofstede and looking at the work of De Mooij the workshop will then explore the realities of today's marketing in a 24/7 environment with the advent of social media changing the way corporations seek to place advertising beyond the traditional mediums of print, radio and television. What effect does culture play in these new areas?

A case study approach will be pursued during the four hour workshop led by Roger Fulford.

Aims and Objectives

Drawing from established theory the workshop will follow a case study approach with the delegates being asked to put together a suitable marketing campaign to be delivered to a number of countries with differing cultural attitudes. Basing their decisions on established theory the workshop will help to engage them in the process of understanding the complex cultural issues that are present and that executives need to take into account in authorising marketing campaigns.