

# MA in IBC - Intercultural Marketing (ICM)

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**You will learn to plan marketing processes based on an understanding of intercultural differences in the global market place and their consequences for marketing and management. You will learn the principles of consumer marketing and research, and business to business marketing including relationship building. You will also develop excellent skills in English which enable you to communicate across different markets, languages and cultures.**

Intercultural Marketing is a concentration in the programme MA in International Business Communication, IBC. The MA IBC is also offered with the concentration Multicultural Communication in Organizations.

## Marketing processes in an intercultural perspective

The concentration Intercultural Marketing offers the opportunity to work with strategic planning of marketing processes in companies and to learn how they relate to the company's resources, its environment surroundings and the current market situation. You will also gain insight into the relation between market planning and strategy and the company's overall business strategy.

You will obtain an understanding of the relationship between consumption and culture, and how research in consumer behaviour and consumer analysis can be used for the development of branding and market strategies. The focus is on intercultural differences in consumption and their consequences for marketing. Furthermore, you will obtain an understanding of cultural differences at both an organisational and a societal level and how such differences influence e.g. communication, management behaviour, business cooperation and mergers.

At ICM the focus is on marketing in foreign markets. You will work with cases such as the evaluation of whether an international company should devote its efforts to globally or locally adapted marketing or the analysis of the organisational and managerial issues that follow an international acquisition.

## Marketing in theory and practice

You will work with theories of management cultures in different parts of the world, intercultural management and business cooperation, consumer sociology, globalisation processes, branding, and intercultural marketing. You will obtain a solid theoretical knowledge, various tools and models and learn how to apply these in order to identify, analyse and solve problems within the area of intercultural marketing.

## Intercultural communication

In multicultural organisations people have different linguistic and cultural backgrounds which can easily lead to misunderstandings when communicating. Furthermore, in many multicultural organisations English is the lingua franca i.e. the common language of communication between people who do not necessarily have English as a native language. Targeting the communication to your audience is therefore important to ensure that everyone gets the information that they need. You will learn to analyse and produce texts within the different genres that are found in international organisations and how to target your communication to audiences with different linguistic and cultural backgrounds. You will work with

management information and stakeholder communication and learn how to share knowledge and information through hands-on experience with e.g. annual reports, internal memos, press releases and international negotiations.

### English at the highest professional level

During the course of the ICM you will also have the opportunity to develop excellent communication skills in English. The programme aims to make you the English-expert at both a strategic and a practical level. You will be able to analyse the language needs in an organisation, to develop a strategy in order to fulfil these needs and to implement this strategy. You will also be able to analyse, advise and reflect on other professionals' English communication and give them feedback based on your knowledge of the English language, its structure and grammar and the communication strategies needed to manage professional communication.

Finally your practical skills in English – both written and oral – will be trained by producing many different types of texts and through oral presentations, negotiations and interaction. You should also be aware that you will be evaluated on your English skills both when it comes to form and content and not least how well you manage to target the message to your audience.

### Course Overview

**IBC:** Common core course for both concentrations on MAIBC i.e. also offered as part of the concentration Multicultural Communication in Organizations

**MCO:** Course within the concentration MCO

**ICM:** Course within the concentration ICM

**Mandatory IBC:** Mandatory course for both MCO and ICM

1. semester (Choose 3 out of 5 courses)	2. semester	3. semester	4. semester
International Strategic Management - IBC (7.5 ECTS)	Consumer Culture and Communication - ICM (7.5 ECTS)	Electives / Internship / Exchange (30 ECTS)	Master's thesis (30 ECTS)
Cross-cultural Management – IBC (7.5 ECTS)			
Financial and Legal Communication - IBC (7.5 ECTS)	Business to Business Sales and Relations Management - ICM (7.5 ECTS)		
Marketing Strategy and Planning in an International Perspective - ICM (7.5 ECTS)	International Business Negotiation – IBC (7.5 ECTS)		
Organizational Communication I: Structures and Dynamics - MCO (7,5 ECTS)	Project in International Business Communication - IBC (7,5 ECTS)		
Communication Management – Mandatory IBC (7,5 ECTS)			