

MKT4633: CULTURAL ADVERTISING

Effective Term

Semester A 2024/25

Part I Course Overview

Course Title

Cultural Advertising

Subject Code

MKT - Marketing

Course Number

4633

Academic Unit

Marketing (MKT)

College/School

College of Business (CB)

Course Duration

One Semester

Credit Units

3

Level

B1, B2, B3, B4 - Bachelor's Degree

Medium of Instruction

English

Medium of Assessment

English

Prerequisites

CB2601 Marketing

Precursors

Nil

Equivalent Courses

Nil

Exclusive Courses

Nil

Part II Course Details

Abstract

The aims of the course are to:

- Introduce students to issues that are affecting advertising and other communication tools in global context.
- Provide students with knowledge of key environmental factors that are affecting global marketers such as the impact of culture, regulation, competition, and political and economic forces.
- Develop students' practical skills required by global managers in creating effective International advertising strategies.

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if DEC-A1 DEC-A2 DEC-A3 app.)			
1	Evaluate the current state of advertising and other marketing communication tools used in different cultures.		x		
2	Assess the impact of cultural dimensions on consumers' processing of advertisements.			x	
3	Develop advertising creative (not in an artistic sense) that can leverage the impact of cultural dimensions on consumers' processing of advertisements.				x
4	Assess cultural differences on the design and implementation of promotional campaigns.			x	
5	Develop a sense of teamwork; and collaborate effectively with team members in group assignments and group projects.			x	

A1: Attitude

Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

A2: Ability

Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to real-life problems.

A3: Accomplishments

Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

Learning and Teaching Activities (LTAs)

LTAs	Brief Description	CILO No.	Hours/week (if applicable)
1	Lectures	Students will learn various concepts of Cultural Advertising through lecturing, case analysis, and videos.	1, 2, 3, 4, 5

2	Individual tasks	Students will work on tasks which will deepen their knowledge on the concepts and models covered in the syllabus and their ability to evaluate the current state of advertising and other marketing communication tools used in different cultures.	1, 2, 3, 4	
3	Group tasks	Students will take the role of a consultancy company to suggest an advertising plan for a real company to a culturally different country. Students will apply the acquired knowledge in a cross-cultural context as well as working effectively as a team	1, 2, 3, 4, 5	
4	Class Activities and Participation	Students will participate in relevant discussion activities to foster dynamic thinking and stimulate intellectual exchanges.	1, 2, 3, 4, 5	

Assessment Tasks / Activities (ATs)

	ATs	CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1	Group Project : Students will form into groups. The project is designed to assess students' competence level to apply the acquired knowledge to a real business situation as well as working effectively as a team.	1, 2, 3, 4, 5	40	
2	Individual Assignment : Students will work on activities individually which will exhibit their understanding of the issues and concepts covered in the course.	2, 3, 4, 5	35	

3	Class activities & participation : Students will participate in class discussion and activities to gain knowledge and foster dynamic thinking.	2, 3, 4	25	
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Continuous Assessment (%)

100

Examination (%)

0

Additional Information for ATs

The revised assessment scheme with more weighting shifted to class activities, which aims to enhance the course's interactive learning and practice component, is believed to be in a better position to achieve the course's intended learning outcomes.

Assessment Rubrics (AR)**Assessment Task**

Group Project

Criterion

Students will be required to form into small groups. The projects are to assess the students' competence level to apply the acquired knowledge to a real business situation as well as working effectively as a team. Peer evaluation will be conducted.

Excellent (A+, A, A-)

1. Show excellent command of all aspects of the course, with the ability to describe relevant cultural dimensions in Asia.
2. Demonstrate excellent ability to apply concepts and tools to the development of culturally sensible promotional campaigns in Asia.
3. High quality writing in terms of grammar, spelling, punctuation, transitions, vocabulary, neatness, etc.
4. Enthusiastic, contribute to team work proactively.
5. Excellent production of advertising creatives.

Good (B+, B, B-)

1. Show good coverage of most aspects of the course, with the ability to describe relevant cultural dimensions in Asia.
2. Demonstrate good ability to apply concepts and tools to the development of culturally sensible promotional campaigns in Asia.
3. Generally good writing in terms of grammar, spelling, punctuation, transitions, vocabulary, neatness, etc.
4. Active, contribute to team work keenly.
5. Good production of advertising creatives.

Fair (C+, C, C-)

1. Demonstrate acceptable command of relevant cultural dimensions in Asia.
2. Able to apply concepts and tools to the development of culturally sensible promotional campaigns in Asia.
3. There are some writing problems in terms of grammar, spelling, punctuation, transitions, vocabulary, neatness, etc.
4. Active when prompt, contribute to team work reactively.
5. Able to produce advertising creatives.

Marginal (D)

1. Show marginal command of relevant cultural dimensions in Asia.
2. Able to apply concepts and tools to the development of culturally sensible promotional campaigns in Asia.
3. Considerable writing problems in terms of grammar, spelling, punctuation, transitions, vocabulary, neatness, etc.

4. Occasionally active when urged.
5. Marginal production of advertising creatives.

Failure (F)

1. Not able to show command of relevant cultural dimensions in Asia.
 2. Not able to apply concepts or tools to the development of culturally sensible promotional campaigns in Asia.
 3. Serious writing problems in terms of grammar, spelling, punctuation, transitions, vocabulary, neatness, etc.
 4. Still passive when urged.
 5. Not able to produce advertising creatives.
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Assessment Task

Individual Assignment

Criterion

The assignment is designed to assess students' ability to assess the impact of cultural dimensions (e.g., color) on consumers' processing of advertisement, analyze cultural advertising applications, as well as students' skill to conduct independent research.

Excellent (A+, A, A-)

1. Show excellent command of all aspects of the course, with the ability to describe relevant cultural dimensions in Asia.
2. Judicious choice of real world promotion examples that clearly illustrate the use of cultural dimensions.
3. Analysis of the cultural dimensions used is logical and convincing.
4. High quality writing in terms of grammar, spelling, punctuation, transitions, vocabulary, neatness, etc.

Good (B+, B, B-)

1. Show good coverage of most aspects of the course, with the ability to describe relevant cultural dimensions in Asia.
2. Promotion examples chosen can illustrate the use of cultural dimensions in advertising.
3. Analysis of the cultural dimensions used is generally logical.
4. Generally good writing in terms of grammar, spelling, punctuation, transitions, vocabulary, neatness, etc.

Fair (C+, C, C-)

1. Show good coverage of most aspects of the course, with the ability to describe relevant cultural dimensions in Asia.
2. Some of the promotion examples chosen can illustrate the use of cultural dimensions in advertising.
3. A portion of the analysis of the cultural dimensions used is generally logical.
4. Some writing problems in terms of grammar, spelling, punctuation, transitions, vocabulary, neatness, etc.

Marginal (D)

1. Marginal coverage of relevant cultural dimensions in Asia.
2. Promotion examples largely un-illustrative of the use of cultural dimensions in advertising.
3. Analysis of the cultural dimensions used is generally unconvincing.
4. Considerable writing problems in terms of grammar, spelling, punctuation, transitions, vocabulary, neatness, etc.

Failure (F)

1. No coverage of relevant cultural dimensions in Asia.
 2. No promotion examples to illustrate the use of cultural dimensions in advertising.
 3. No analysis of the cultural dimensions used.
 4. Serious writing problems in terms of grammar, spelling, punctuation, transitions, vocabulary, neatness, etc.
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Assessment Task

Class activities & participation

Criterion

Participating in class discussions is essential for students to gain knowledge and foster dynamic thinking. Assessments are made on both individual and group basis.

Excellent (A+, A, A-)

1. Show excellent command of all aspects of the course, with the ability to describe relevant cultural dimensions of advertising in Asia.
2. Demonstrate excellent ability to raise questions and think critically.
3. Bring original insights to discussions.
4. Show wonderful attitude of team work and cooperation.
5. Attend over 90% of the classes.
6. Enthusiastic, contribute to team work proactively.

Good (B+, B, B-)

1. Show good coverage of most aspects of the course, with the ability to describe relevant cultural dimensions of advertising in Asia.
2. Demonstrate good ability to raise questions and think critically.
3. Show active attitude of team work and cooperation.
4. Attend 80%-90% of the classes.
5. Active, contribute to team work keenly.

Fair (C+, C, C-)

1. Show fair command of all aspects of the course, with the ability to describe relevant cultural dimensions of advertising in Asia.
2. Demonstrate acceptable ability to raise questions and think critically.
3. Show positive attitude of team work and cooperation.
4. Attend 70%-80% of the classes.
5. Active when prompt, contribute to team work reactively.

Marginal (D)

1. Show marginal command of all aspects of the course, with the ability to describe relevant cultural dimensions of advertising in Asia.
2. Demonstrate marginal ability to raise question and think critically.
3. Show minimum attitude of team work and cooperation.
4. Attend less than 70% of the classes.
5. Occasionally active when urged.

Failure (F)

1. Not able to show command of all aspects of the course, with the ability to describe relevant cultural dimensions of advertising in Asia.
2. Not able to demonstrate ability to raise question and think critically.
3. Not able to show minimum attitude of team work and cooperation.
4. Attend less than 70% of the classes.
5. Still passive when urged.

Part III Other Information

Keyword Syllabus

Advertising; Cultural Framework, Standardization vs. Localization, Cultural and Creative Strategy Formulation.

Reading List

Compulsory Readings

Title	
1	Nil

Additional Readings

Title	
1	Mueller, B., "Dynamics of International Advertising: Theoretical and Practical Perspectives", Lang, Peter Publishing, Incorporated. Available from the City U. Bookstore.
2	Mooij, M (1998 latest edition), "Global Marketing and Advertising: Understanding Cultural Paradoxes", Thousand Oaks, CA: Sage Publications, Inc. City U. Library call number: HF5415.127.M66.
3	De Mooij Marieke., "Consumer Behavior and Culture. Consequences for Global Marketing and Advertising" by. Sage Publications, Inc, USA, UK ,