

DESCRIPTION AND SYLLABUS

Name of the subject in Hungarian:	Intercultural Management and Marketing
Name of the subject in English:	Intercultural Management and Marketing
Credit value of the subject:	6
The code of the subject in the electronic study system:	MN-INMAMA-06-KG
Classification of the subject:	Obligatory
Language of instruction (in case of non-Hungarian courses):	English
Institute or department responsible for the subject:	Institute of Marketing
Course type and number of contact hours:	Lecture + Practical, class per week: 2+2, class per semester: 0+0
Mode of study: (Full-time / Part-time):	Full-time training
The semester in which the subject is open for registration:	2022/2023 1st semester
Prerequisite(s):	-

THE PURPOSE OF THE SUBJECT, LEARNING OUTCOMES:

This course aims to provide an analytical but practical approach to the subject area of marketing management in an international context.

The course focuses on introducing the concept of market orientation: a mix of the marketing role, customer behaviour, strategic marketing and operational marketing.

The course will equip students with the cross-cultural skills and competences required to analyse and solve marketing problems in the global arena.

SUMMARY OF THE CONTENT OF THE SUBJECT

The course contains the following issues:

- cultural awareness and sensitivity to others and to questions of diversity in the workplace, skills and knowledge of and in various languages and cultures
- a complex understanding of and a critical approach to interculturality, cultures and identities, and their role in various interpersonal encounters
- various international management skills and an understanding of how organisations function professionally
- international marketing, strategic intelligence
- knowledge of marketing management methods and tools

STUDENT'S TASKS AND PLANNED LEARNING ACTIVITIES:

During the term, students perform different communication tasks alone, in pairs or in groups. Tasks involve reading and analysing texts about complex economic issues, writing essays, performing presentations. They consult and discuss about issues, make mind-maps, crossword puzzles, gap-fills, do D.I.E. (Description, Interpretation, Evaluation) exercises to be able to express their opinions in an organized fashion, do listening activities, watch videos, to

be familiar with understanding the language in different situations and in an international economic and financial environment.

EVALUATION OF THE SUBJECT:

During the term it is important to follow-up the regular development of students' knowledge and performance. The evaluation is a continuous process, comparing students' attitudes, approach, working discipline and necessary skills (e.g. communication skills, critical thinking)

based on previous assessment. Students can also evaluate their own performance based on

feedback given by the instructor in the course of the lessons during the term. Regular feedback

is a crucial part of evaluating the work done by the students as it helps them prepare for the mid-term test and for the final test. Students communicate with the instructor during the term and through clever self-assessment they understand their step-by-step improvement and skills

development needed to fulfil course requirements.

During term students sit a mid-term and a final, which are evaluated based on the following percentages:

0-59% - 1 (fail)

60-69% - 2 (satisfactory)

70-79% - 3 (average)

80-89% - 4 (good)

90% - 5 (excellent)

The knowledge acquired in the course of practical classes is assessed in the term-time by practical grades. Practical grades evaluate the practical work done by the student in the course

of the whole term. It qualifies the level on which students can put their theoretical knowledge into practice. Students must fulfil the requirements of practical classes during term-time.

Practical grades are awarded on a five-grade scale.

Offered grade can be given: No.

OBLIGATORY READING LIST:

- Deresky, Helen: *International management : managing across borders and cultures : text and cases*. Prentice Hall, 2011
- Lewis, Richard Donald: *When cultures collide : leading across cultures*. Nicholas Brealey Publishing, cop. 2018

RECOMMENDED READING LIST:

- Hofstede, Geert: *Cultures and organizations : software of the mind, intercultural cooperation and its importance fo*. HarperCollinsBusiness, 1994