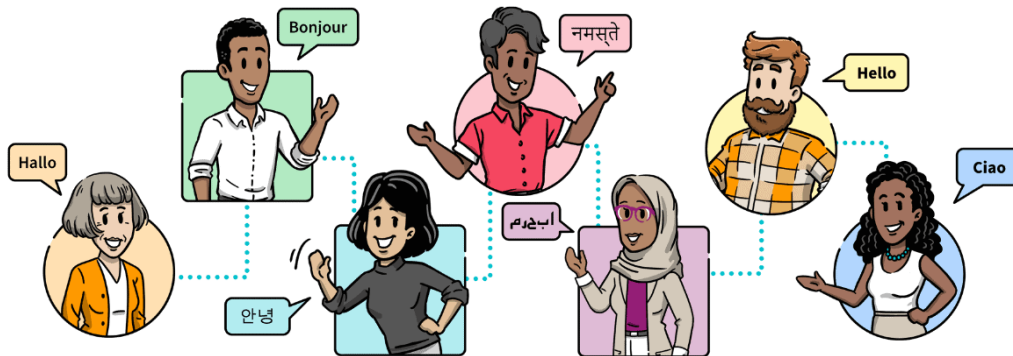


Intercultural Competence in Content Marketing

PUR4932/MMC6936



Instructor: Bridget Grogan
Email: bgrogan@ufl.edu

Course Description

Marketing is telling the world you are a rockstar. Content marketing is showing the world that you are one. But how do you accomplish this across cultures? Learn the secrets in this course. Students will explore the communication skills that lead to effective content marketing communication with people of other cultures.

This course will focus on learning to appreciate the cultural similarities and differences between a new market and a brand's home market to develop effective and appropriate content marketing materials. Students will explore fun, engaging, successful brands that are cross-cultural rockstars. They will explore brands that have made intercultural mistakes. They will learn how to recover from intercultural missteps.

Students will study the influence of culture on behavior, values, and beliefs in order to create appropriate communication across cultures. This cultural sensitivity will also provide understanding of how students' own cultural experiences can positively or negatively determine their communication styles and methods.

Students will study the key concept of intercultural empathy from an intellectual and emotional point of view, with a focus on how content marketing materials are received across cultures. Demonstrating intercultural empathy includes the abilities to connect emotionally with people, show compassion, think from more than one perspective, and actively listen. By applying these abilities to the communication process, students will learn to better communicate their messages to audiences with different cultural ethnicities and backgrounds.

Learning Outcomes

Students will develop cultural self-awareness.

Students will learn to respect and honor others' histories, cultures, traditions, and languages to become culturally competent.

Students will develop their ability to understand the situations and perspectives of others.

Students will learn to create communication that will be acceptable to other cultures.

Students will learn how to minimize the negative impact of cultural differences by establishing common frameworks for culturally diverse communication.

Students will be able to effectively critique intercultural content marketing messages and correct for insensitivities.

Assignments

Assignment 1: Class Project - Students will share their observations about cultural similarities and differences between U.S. and Greek culture to better understand how and why their own thinking and experiences can affect their cultural sensitivity and understanding. They will challenge their own and other student's perspectives to develop the cultural sensitivity and empathy that leads to successful content marketing campaigns and communication.

Assignment 2: 3-Page Paper - (800 word minimum): They will discuss and study the cultural values underpinning Greek society through each of the following lens: political perspectives, cultural traditions, religion, family structure and societal norms that affect how messages are received. Papers will include a minimum of 5 hyperlinked citations to relevant content that supports their research.

Assignment 3: Team Presentation - Students will choose and explore an international brand such as Nike, Google, Apple or Dove that is considered a leader in paving the way for culturally sensitive communication. They will research the company's intercultural communication strategy and methods.

Part 1: They will present a team analysis via a slide deck that reflects their understanding of how and why the company's approach is appropriate.

Part 2: They will also critique any aspects of the company's brand that should be modified to enhance their intercultural communication success. A minimum of 4 relevant points/observations are required.

Part 3: Students will also include their own ideas and examples of how their company of choice could launch a new appropriate content marketing campaign in Greece. They will use specific examples and defend their ideas based on what they have learned about effective content marketing techniques.

Graduate Student Assignments

Short Essays: Students will complete 3 essay assignment as follows:

1. An examination of five universal cultural values of the student's choice and their relevance to intercultural content marketing.
2. An examination of Hofstede's cultural framework and its application for understanding cultural differences.
3. Understanding the importance of language and linguistic differences in intercultural marketing and content marketing campaigns.

Each essay should be 2 to 3 pages in length, double-spaced with a minimum of 3 citations to support the student's arguments.

Reflection Paper (All Students)

As part of your Study Abroad experience you will write and submit a two-page (550-word minimum) reflection paper. The student you are now is not the same person who left a few weeks ago. You've had many incredible moments packed into a short span of time and little downtime to think about it all. Taking time to reflect on your experience is important.

Your reflection paper must answer the following questions:

- What did you discover about yourself?
- How can you extend this experience into a professional setting?
- Discuss the people you met along your journey.
- What surprised you the most about your experience?
- What did you learn from a challenging situation you faced?

550+ words, double-spaced, 12pt font.

This paper is due June 5th at midnight on the Study Abroad Canvas Course. Final grades for your study abroad courses will not be processed until you have completed this paper.

Class Schedule

Class	Subject	Due Dates
Pre-recorded	What is Intercultural Content Marketing?	March 28
Pre-recorded	Ensuring Cultural Sensitivity and Competence in Content Marketing	April 11
May 09	Cultural Awareness Lecture and Challenging Cultural Beliefs Class Project	Assignment 1 Due in Class
May 10	Leo Burnett of London “Like A Girl” Campaign and Nike Focus on Diversity	
May 15	Intercultural Content Marketing Blunders	Assignment 2 Due in Class
May 17	Un-cancelling Yourself: Brand Redemption Post Controversy	
May 20	Exploring Greek Influencers and Other Lessons for Intercultural Competence	
May 24	Final Project Presentations	Assignment 3 Due in Class
May 27	Final Project Presentations	Assignment 3 Due in Class
June 5	Reflection Paper submitted to Study Abroad Canvas Course	Assignment 4 Due in Canvas

Grade Scale

	Percent		Percent		Percent		Percent
A	100-93%	B	86-83%	C	76-73%	D	66-63%
A-	92-90%	B-	82-80%	C-	72-70%	D-	62-60%
B+	89-87%	C+	79-77%	D+	69-67%		

Academic Integrity

You are required to abide by the Student Honor Code. Any violation of the academic integrity expected of you will result in a minimum academic sanction of a failing grade on the assignment and possibly a failing grade for the course. Any alleged violations of the Student Honor Code will result in a referral to Student Conduct and Conflict resolution. Please review the Student Honor Code and Student Conduct Code at <https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/> <https://sccr.dso.ufl.edu/wp-content/uploads/sites/4/2018/08/The-Orange-Book-Web.pdf>

Help With Coping

The UF [Counseling and Wellness Center](#) is a terrific, free resource for any student who could use help managing stress or coping with life. The center, at 3190 Radio Road on campus, is open for appointments and emergency walk-ins from 8 a.m. to 5 p.m. Monday through Friday. To make an appointment or receive after-hours assistance, call 352-392-1575. You can also contact umatter@ufl.edu. The U Matter, We Care team can also help connect students to the many other helping resources including, but not limited to Victim Advocates, housing staff, and the Counseling and Wellness Center. Please remember that asking for help is a sign of strength. In case of emergency, call 9-1-1. If you need assistance while abroad, call on any faculty member or AIFS staff member.

Students with Disabilities

Students with disabilities requesting accommodations should first register with the [Disability Resource Center](#) (352-392-8565) by providing appropriate documentation. Once registered, students will receive an accommodation letter, which must be presented to the professor when requesting accommodation.

Course Evaluations

“Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at <https://gatorevals.aa.ufl.edu/students/>. Students will be notified when the evaluation period opens, and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via <https://ufl.bluera.com/ufl/>. Summaries of course evaluation results are available to students at <https://gatorevals.aa.ufl.edu/public-results/>.”

Student Complaint Process

Students who have complaints about any course can use the links below for information about filing a complaint:

Residential Course: <https://www.sfa.ufl.edu/written-student-complaints/>.

Online Course: <http://www.distance.ufl.edu/student-complaint-process>