



APPLIES TO ACADEMIC YEAR 2004/2005

MRK 2422 Cross-Cultural Communication

Program

Bachelor of Science in Marketing (2. year)

Responsible for the course

Roberta Wiig Berg

Department

Communication - Culture and Languages

Term

According to study plan

ECTS Credits

12

Objective

Members of the Norwegian business community must communicate in a world of increasing diversity. Success will more and more depend on the ability to interact successfully with "different others" - clients, customers, colleagues, subordinates, leaders, and representatives of stakeholder groups who have varied educational backgrounds, mindsets, nationalities, and ethnicities. This diversity can enrich an organization, but it can also make communication challenging - difficult.

The objectives of the course are 1) to increase the student's awareness of cultural values and communication differences and similarities; 2) to deepen the student's understanding of the ethical requirements for good cross-cultural communication; 3) to improve the student's communication skills; and ultimately 4) to increase the student's ability to function effectively in a diverse group. This course will help our students deal professionally with a wide range of differences - with knowledge, sensitivity, and respect for the values of others, but equally important, with knowledge of and respect for their own values.

The course is interdisciplinary, drawing on the fields of culture, communication, literature, anthropology, sociology, and history.

Prerequisites

No special prerequisites.

Compulsory literature

Beamer, Linda and Iris Varner. 2001. *Intercultural communication in the global workplace*. 2nd ed. Boston: McGraw-Hill Irwin.
Course Material Collection
Handouts
Videos shown in class. (Available for viewing in the library.)

Recommended literature

Argyris, Chris. 1990. *Overcoming organizational defenses: Facilitating organizational learning*. Englewood Cliffs, NJ: Prentice Hall.
Beck, Ulrich and Elisabeth Beck-Gernsheim. 2002. *Individualization: Institutionalized Individualism and its social and political consequences*. London: Sage.
Hofstede, Geert. 1997. *Cultures and organizations: Software of the mind*. Rev. ed. New York: McGraw-Hill.
Munter, Mary. 1997. *Guide to managerial communication*. 4th ed. Upper Saddle River, N.J.: Prentice Hall.
Trompenaars, Fons og Charles Hampden-Turner. 1997. *Riding the waves of culture: Understanding cultural diversity in business*. 2nd ed. London: Nicholas Brealey.

Course outline

- Cultural Concepts
- Norwegian Cultural Values
- Communication Theory and Skills Development
 - Presentation technique
 - Dialogue
 - Debate
 - Teamwork
- Culture Specific Information

- Ethics

Computer-based tools

Powerpoint

Course structure

The course is based on 84 hours of class over two terms:

- MRK 2423 Cross-Cultural Communication 1 - autumn
- MRK 2424 Cross-Cultural Communication 2 - spring

In addition to lectures, students participate in workshops and exercises designed to give them feedback on their communication skills development.

Major objectives of the course involve the development of communication and teamwork skills. Therefore, the student will be assigned to a team and be expected to work conscientiously with this group of "different others" to fulfill certain course requirements. This involves a commitment to being available for teamwork and to keeping up-to-date with the course material. Teams will be given time at the beginning of fall semester to adjust to their internal variety; disfunctional teams/team members will be counseled during the beginning of fall semester, and measures will be taken to insure that all teams are functioning by the time the first graded assignment is due. (N.B. In extreme cases, this may mean that individuals will be excluded from their teams or assigned to other teams. If no other solutions are found for these individuals to complete the teamwork requirements, this can mean that they will not meet certain course requirements and will need to attempt these again during the following course.)

Our students will be working in the global business community. Members of this community must be culturally sophisticated and command the communication skills necessary to function optimally. To help achieve these goals, the language of the course is English.

Evaluation

Final grade in the course is based on following activities and weighting:

Part 1 - Obligatory assignments (Fall and Spring): Pass / Fail (These must be passed to pass the course.)

Part 2 - Midterm examination (Fall): Pass / Fail. (Must be passed to continue in the course.)

Part 3 - Team Project: 50% of final grade.

Part 4 - Individual oral presentation: 25 % of final grade.

Part 5 - Individual 2-hour written examination: 25 % of final grade.

Evaluation code(s)

MRK 24221 - Process evaluation account for 100% of the final grade in the course MRK 2422 Cross-Cultural Communication, 12 credits.

Aids at the examination

None for the mid-term and the 2-hour written examination.

Makeup exam

A re-sit is held in at the next scheduled exam in the course. Students who are taking new exam must take the course all over with all parts.