



APPLIES TO ACADEMIC YEAR 2010/2011

MRK 3400 Cross Cultural Understanding

Programme

Bachelor in International Marketing (1. year)

Responsible for the course

Department

Term

According to study plan

ECTS Credits

7,5

Language of instruction

Norwegian

Introduction

Cultural and ethnic diversity has become a part of everyday life in most countries. Concurrently, communication between people all over the world is increasing as physical distance becomes less important. In addition, growing economies, with China and India at the forefront, bring new cultural, financial, and political challenges to the world. This demands a heightened sense of cultural understanding.

The course will offer anthropological and sociological perspectives of understanding and analysis of culture. It will emphasize how trade, reciprocity, and consumption create cultural meaning.

Geographically, the course will accentuate own culture, i.e. Norway/Scandinavia, and China. Through examples from these apparently culturally diverse areas, the course will focus on topics such as globalisation, identity, and cultural change.

Learning outcome

Acquired knowledge

- Be familiar with fundamental definitions of the term culture.
- Perceive how cultural understanding has changed over time.
- Understand how we are affected by the culture in which we live, and how it influences our understanding of other cultures.
- Know the meaning of the various directions of cultural understanding, like cultural relativism and ethnocentrism.

Acquired skills

Be able to explain central concepts and theories within anthropology and sociology – and how they relate to understanding and analysis of culture.

Reflection

Develop awareness of, and the ability to reflect upon, cultural differences and ethical problems. Acquire modesty in the approach to understanding other cultures.

Prerequisites

No particular prerequisites.

Compulsory reading

Books:

Eriksen, Thomas Hylland, red. 2001. Flerkulturell forståelse. 2. utg. Oslo : Universitetsforlaget. Kap. 3, 4, 5, 7, 8 (totalt 90 sider)
Kristoffersen, Henning. 2010. Det nye Kina : kinesisk handel, kultur og politikk. 2. utg. Oslo : Universitetsforlaget. (192 sider)

Articles:

Utvalgte artikler

Recommended reading

Course outline

- Culture and change
- Culture and ethics
- Cultural translation and context
- Globalisation
- Nation and nationalism
- Identity
- Reciprocity
- Consumption and cultural meaning
- Individualism – collectivism
- Abovementioned topics within Scandinavian and Chinese cultures

Computer-based tools

No specified computer-based tools are required.

Learning process and workload

The course is comprised of a combination of lectures, group work, and assignments.

Throughout the course, students are expected to work on a term paper which will be evaluated continuously. The term paper will be solved in groups of 3-5 students. The students must be prepared to present parts of the term paper in plenary or to the teacher during the course. The term paper will be given at semester start. Feedback and supervision will be given in plenary and/or individually to the groups.

Additionally, students are expected to discuss the various course topics in discussion groups. The discussion groups may be the same as the term paper groups, or they may vary.

| Activity | Use of hours |
|-----------------------------------|--------------|
| Lectures | 30 |
| Work on term paper | 30 |
| Self-study and discussion groups | 136 |
| Individual exam | 4 |
| Total recommended workload | 200 |

Use of hours**Examination**

Term paper in groups of 3-5 students, which makes up 40 % of the grade.
Four (4) hours individual written exam, which makes up 60 % of the grade.

Both exams must be passed in order to receive a grade for the course, 7,5 ECTS credits.

Examination code(s)

MRK 34001 – Term paper, counts 40 % of the grade in the course MRK 3400 Cross Cultural Understanding, 7,5 ECTS credits.

MRK 34002 – Written exam, counts 60 % of the grade in the course MRK 3400 Cross Cultural Understanding, 7,5 ECTS credits.

Examination support materials

Term paper: All examination support materials allowed.

Written exam: No examination support materials allowed.

Re-sit examination

A re-sit examination is held every semester.

Additional information

In the autumn 2009, MRK 34002 was an individual 72 hours home exam. For 2010-11, MRK 34002 will be an individual four hours written exam. In case of a re-sit, new examination form applies.