



APPLIES TO ACADEMIC YEAR 2012/2013

## MRK 3400 Cross Cultural Understanding

### Programme

Bachelor in International Marketing (1. year)

### Responsible for the course

Steffen F. Johannessen, Tor Grenness

### Department

Department of Communication - Culture and Languages

### Term

According to study plan

### ECTS Credits

7,5

### Language of instruction

Norwegian

### Introduction

Cultural and ethnic diversity has become part of peoples' everyday experience in most countries. Concurrently, communication between people all over the world increases, and physical distance becomes less important in many respects. A globalising world, much affected by growing economies with China and India at the forefront, brings about new social, cultural, economic, and political challenges. 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 globalization, identity, and cultural change.

### Learning outcome

#### Acquired knowledge

On completion of the course the students should

- Be familiar with fundamental definitions of the term culture.
- Understand how we are affected by the culture in which we live, and how this influences our understanding of other cultures.
- Be familiar with anthropological understandings of identity
- Know differences between central approaches to understand other cultures, like cultural relativism and ethnocentrism.
- Be familiar with qualitative research methods and to learn through practice how cultural meaning can be studied by means of participant observation.

#### 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. Universitetsforlaget. Kap. 3, 4, 5, 7, 8 (totalt 90 sider)

Kristoffersen, Henning. 2010. Det nye Kina : kinesisk handel, kultur og politikk. 2. utg. Universitetsforlaget. (192 sider)

**Collection of articles:**

Artikkelsamling for Kulturforståelse. 2011. Handelshøyskolen BI

**Recommended reading****Course outline**

- Qualitative methods and fieldwork
- Culture and change
- Culture and ethics
- Cultural translation and context
- Globalisation
- Media and image based culture
- Tourism
- Nation and nationalism
- Identity
- Trade and reciprocity
- Consumption, shopping 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 is based on qualitative methods, and students must be prepared to conduct a short field-work during the semester. The term paper will be completed in groups of 3-5 students. The students must also be prepared to present parts of the term paper in a plenary session or to the teacher during the course. The term paper will be given at semester start. Feedback and supervision will be given in plenary sessions 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	Hours
Lectures	30
Work on term paper	30
Self-study and discussion groups	136
Individual examination	4
<b>Total recommended workload</b>	<b>200</b>

**Use of hours****Examination**

Term paper (10 - 15 pages) 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 % towards the grade in the course MRK 3400 Cross Cultural Understanding, 7,5 ECTS credits.

MRK 34002 – Written exam, counts 60 % towards 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 had an individual 72-hour home examination. For 2010-11, MRK 34002 will have an individual four-hour written exam. In case of a re-sit, the new examination form applies.