City University of Hong Kong
Course Syllabus

offered by Department of Marketing
with effect from Semester A in 2017/18

Part I Course Overview

Course Title:	Cultural Advertising
Course Code:	MKT4633
Course Duration:	One Semester
Credit Units:	3
Level:	B4
Medium of Instruction:	English
Medium of Assessment:	English
Prerequisites: *(Course Code and Title)*	CB2601 Marketing
Precursors: *(Course Code and Title)*	Nil
Equivalent Courses: *(Course Code and Title)*	Nil
Exclusive Courses: *(Course Code and Title)*	Nil

Part II Course Details

1. Abstract

The aims of the course are to:

- Introduce to students issues that are affecting advertising and other marketing communication tools in global context.
- Provide students with knowledge of key environmental factors that are affecting global marketers such as the impact of culture, regulation, competition, and political and economic forces.
- Develop students' practical skills required by global managers in creating effective International advertising strategies.

2. Course Intended Learning Outcomes (CILOs)

(CILOs state what the student is expected to be able to do at the end of the course according to a given standard of performance.)

No.	CILOs[#]	Weighting* (if applicable)	Discovery-enriched curriculum related learning outcomes (please tick where appropriate)		
			A1	*A2*	*A3*
1.	Evaluate the current state of advertising and other marketing communication tools used in different cultures.	15%	✓		
2.	Assess the impact of cultural dimensions (e.g., color) on consumers' processing of advertisements.	20%		✓	
3.	Develop advertising creative (not in an artistic sense) that can leverage the impact of cultural dimensions (e.g., color) on consumers' processing of advertisements.	25%			✓
4.	Utilize the understanding of cultural differences to analyze and evaluate the design and implementation of promotional campaigns.	25%		✓	
5.	Develop a sense of teamwork; and collaborate effectively with team members in group assignments and group projects.	15%		✓	
		100%			

** If weighting is assigned to CILOs, they should add up to 100%.*

[#] Please specify the alignment of CILOs to the Gateway Education Programme Intended Learning outcomes (PILOs) in Section A of Annex.

A1: Attitude
Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

A2: Ability
Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to self-life problems.

A3: *Accomplishments*
Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

3. Teaching and Learning Activities (TLAs)

(TLAs designed to facilitate students' achievement of the CILOs.)

TLA	Brief Description	CILO No.					Hours/week (if applicable)
		1	2	3	4	5	
Lecture	General concepts and tools of cultural advertising will be explained to students through lectures.	✓	✓	✓			
Class Discussions	Class discussions are designed to stimulate intellectual exchanges among students and also between the students and the instructor.		✓	✓	✓		
Students Projects	Students will complete a wide range of advertising projects that are designed to enhance their understanding application of key concepts.			✓	✓	✓	

4. Assessment Tasks/Activities (ATs)

(ATs are designed to assess how well the students achieve the CILOs.)

Assessment Tasks/Activities	CILO No.					Weighting*	Remarks
	1	2	3	4	5		
Continuous Assessment: 100 %							
Group Project	✓	✓	✓	✓	✓	40%	
Test	✓	✓	✓			25%	
Class Discussions		✓	✓	✓		10%	
Individual Project		✓	✓	✓	✓	25%	
Examination: 0%							
** The weightings should add up to 100%.*						100%	

5. Assessment Rubrics

(Grading of student achievements is based on student performance in assessment tasks/activities with the following rubrics.)

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B, B-)	Fair (C+, C, C-)	Marginal (D)	Failure (F)
1. Group Project	Students will be required to form into small groups. The projects are to assess the students' competence level to apply the acquired knowledge to a real business situation as well as working effectively as a team. Peer evaluation will be conducted.	1. Show excellent command of all aspects of the course, with the ability to describe relevant cultural dimensions in Asia. 2. Demonstrate excellent ability to apply concepts and tools to the development of culturally sensitble promotional campaigns in Asia. 3. High quality writing in terms of grammar, spelling, punctuation, transitions, vocabulary, neatness, etc. 4. Enthusiastic, contribute to team work proactively. 5. Excellent production of advertising creatives.	1. Show good coverage of most aspects of the course, with the ability to describe relevant cultural dimensions in Asia. 2. Demonstrate good ability to apply concepts and tools to the development of culturally sensible promotional campaigns in Asia. 3. Generally good writing in terms of grammar, spelling, punctuation, transitions, vocabulary, neatness, etc. 4. Active, contribute to team work keenly. 5. Good production of advertising creatives.	1. Demonstrate acceptable command of relevant cultural dimensions in Asia. 2. Able to apply concepts and tools to the development of culturally sensible promotional campaigns in Asia. 3. There are some writing problems in terms of grammar, spelling, punctuation, transitions, vocabulary, neatness, etc. 4. Active when prompt, contribute to team work reactively. 5. Able to produce advertising creatives.	1. Show marginal command of relevant cultural dimensions in Asia. 2. Able to apply concepts and tools to the development of culturally sensible promotional campaigns in Asia. 3. Considerable writing problems in terms of grammar, spelling, punctuation, transitions, vocabulary, neatness, etc. 4. Occasionally active when urged. 5. Marginal production of advertising creatives.	1. Not able to show command of relevant cultural dimensions in Asia. 2. Not able to apply concepts or tools to the development of culturally sensible promotional campaigns in Asia. 3. Serious writing problems in terms of grammar, spelling, punctuation, transitions, vocabulary, neatness, etc. 4. Still passive when urged. 5. Not able to produce advertising creatives.

2. Test	The test aims to assess students' knowledge on the concepts covered in the syllabus.	1. Exhibit a substantial understanding of the issues covered in the entire course. 2. Demonstrate a superior capacity for analyzing the issues critically and answer the questions from multiple perspectives.	1. Exhibit a good understanding of the issues covered in the entire course. 2. Demonstrate a good capacity for analyzing the issues critically.	1. Exhibit a fair understanding of the issues covered in the entire course. 2. Demonstrate an adequate capacity for analyzing the issues.	1. Exhibit little understanding of the issues covered in the entire course. 2. Demonstrate a limited capacity for analyzing the issues.	1. Not able to exhibit any understanding of the issues covered in the entire course. 2. Not able to demonstrate any capacity for analyzing the issues.
3. Class Discussions	Participating in class discussions is essential for students to gain knowledge and foster dynamic thinking. Assessments are made on both individual and group basis.	1. Show excellent command of all aspects of the course, with the ability to describe relevant cultural dimensions of advertising in Asia. 2. Demonstrate excellent ability to raise questions and think critically. 3. Bring original insights to discussions. 4. Show wonderful attitude of team work and cooperation. 5. Attend over 90% of the classes. 6. Enthusiastic, contribute to team work proactively.	1. Show good coverage of most aspects of the course, with the ability to describe relevant cultural dimensions of advertising in Asia. 2. Demonstrate good ability to raise questions and think critically. 3. Show active attitude of team work and cooperation. 4. Attend 80%-90% of the classes. 5. Active, contribute to team work keenly.	1. Show fair command of all aspects of the course, with the ability to describe relevant cultural dimensions of advertising in Asia. 2. Demonstrate acceptable ability to raise questions and think critically. 3. Show positive attitude of team work and cooperation. 4. Attend 70%-80% of the classes. 5. Active when prompt, contribute to team work reactively.	1. Show marginal command of all aspects of the course, with the ability to describe relevant cultural dimensions of advertising in Asia. 2. Demonstrate marginal ability to raise question and think critically. 3. Show minimum attitude of team work and cooperation. 4. Attend less than 70% of the classes. 5. Occasionally active when urged.	1. Not able to show command of all aspects of the course, with the ability to describe relevant cultural dimensions of advertising in Asia. 2. Not able to demonstrate ability to raise question and think critically. 3. Not able to show minimum attitude of team work and cooperation. 4. Attend less than 70% of the classes. 5. Still passive when urged.

4. Individual Research Project	The project is designed to assess students' ability to analyze cultural advertising applications, as well as students' skill to conduct independent research.	1. Show excellent command of all aspects of the course, with the ability to describe relevant cultural dimensions in Asia. 2. Judicious choice of real world promotion examples that clearly illustrate the use of cultural dimensions. 3. Analysis of the cultural dimensions used is logical and convincing. 4. High quality writing in terms of grammar, spelling, punctuation, transitions, vocabulary, neatness, etc.	1. Show good coverage of most aspects of the course, with the ability to describe relevant cultural dimensions in Asia. 2. Promotion examples chosen can illustrate the use of cultural dimensions in advertising. 3. Analysis of the cultural dimensions used is generally logical. 4. Generally good writing in terms of grammar, spelling, punctuation, transitions, vocabulary, neatness, etc.	1. Show good coverage of most aspects of the course, with the ability to describe relevant cultural dimensions in Asia. 2. Some of the promotion examples chosen can illustrate the use of cultural dimensions in advertising. 3. A portion of the analysis of the cultural dimensions used is generally logical. 4. Some writing problems in terms of grammar, spelling, punctuation, transitions, vocabulary, neatness, etc.	1. Marginal coverage of relevant cultural dimensions in Asia. 2. Promotion examples largely un-illustrative of the use of cultural dimensions in advertising. 3. Analysis of the cultural dimensions used is generally unconvincing. 4. Considerable writing problems in terms of grammar, spelling, punctuation, transitions, vocabulary, neatness, etc.	1. No coverage of relevant cultural dimensions in Asia. 2. No promotion examples to illustrate the use of cultural dimensions in advertising. 3. No analysis of the cultural dimensions used. 4. Serious writing problems in terms of grammar, spelling, punctuation, transitions, vocabulary, neatness, etc.

Part III Other Information (more details can be provided separately in the teaching plan)

1. Keyword Syllabus

Advertising; culture; Asia; cultural dimensions; cross-cultural advertising; globalization vs. localization.

2. Reading List

2.1 Compulsory Readings

Nil.

2.2 Additional Readings

1.	Mueller, B., "Dynamics of International Advertising: Theoretical and Practical Perspectives", Lang, Peter Publishing, Incorporated. Available from the City U. Bookstore.
2.	Mooij, M (latest edition), "Global Marketing and Advertising: Understanding Cultural Paradoxes", Thousand Oaks, CA: Sage Publications, Inc. City U. Library call number: HF5415.127 .M66 1998.
3.	Usunier, J. C. (2000 latest edition), "Marketing Across Cultures", Pearson Education Limited, 3rd edition. City U. Library call number: HF1416 .U85 2000.