

**ENGLISH – SYLLABUS (SPECIALTY)**

**SUBJECT:**

**INTERCULTURAL COMMUNICATION WITH CONSUMERS**

**Studies: Management**

II cycle studies  
Excellence in Management  
Specialty: Modern Communication In Business

**Faculty: Management**

Subject status	Type of studies	Semester/ Term	Teaching hours		ECTS Points
			lectures	classes	
	Full time studies	2	-	18	<b>1</b>

**Course description:**

The Study Programme on Intercultural Communication with Consumers is designed to equip students with the skills and insights necessary to communicate effectively with consumers from diverse cultural backgrounds in a globalized marketplace. It emphasizes the crucial role of understanding cultural nuances, customs, and values in fostering successful communication and marketing strategies. The curriculum commences by exploring the intricacies of various cultures, traditions, and societal norms worldwide. Students delve into cultural studies, anthropology, and sociology to comprehend the depth and diversity of human cultural practices. This knowledge forms the foundation for understanding how cultural differences impact consumer behavior and communication patterns. Furthermore, the program focuses on enhancing communication competencies. Students develop cross-cultural communication skills, including verbal and non-verbal communication, active listening, and adapting communication styles to resonate with diverse audiences. They learn to navigate potential cultural barriers and foster meaningful interactions with consumers from different cultural backgrounds. Consumer behavior analysis is a crucial component, enabling students to interpret how cultural factors influence consumer decision-making processes, preferences, and purchasing behavior. This understanding aids in tailoring marketing strategies and campaigns that are culturally sensitive and relevant to target audiences. Cultural sensitivity and respect are emphasized throughout the program to instill empathy and openness when engaging with consumers from diverse backgrounds. Students learn the importance of avoiding cultural stereotypes and biases while designing marketing campaigns or engaging in consumer interactions. Moreover, the curriculum incorporates conflict resolution and negotiation skills specific to intercultural contexts, empowering students to address and resolve communication challenges that may arise due to cultural differences. The course is filled in with many case studies and practical examples of intercultural problems, so it should be interesting for all those students who are eager to deal with sales management issues also after the course.

**COURSE LEARNING OBJECTIVES:**

1. Cultural Understanding: To develop a deep understanding of various cultures, traditions, and values to effectively communicate with diverse consumer groups.
2. Communication Competence: To enhance communication skills necessary to navigate cultural differences and establish rapport with consumers from different backgrounds.
3. Consumer Behavior Analysis: To analyze and interpret consumer behavior influenced by cultural factors, enabling tailored marketing strategies.
4. Cultural Sensitivity: To foster cultural sensitivity, empathy, and respect while engaging with consumers from diverse cultural backgrounds.
5. Adaptation of Marketing Strategies: To learn to adapt marketing strategies, messaging, and campaigns to resonate with multicultural audiences.
6. Conflict Resolution and Negotiation: To equip students with conflict resolution and negotiation skills essential for resolving intercultural communication challenges.

Teaching the functions and role of intercultural communication with consumers for contemporary market entities, developing skills in solving intercultural communication with consumers problems, as well as analysing data (from primary and secondary data). Creating presentations for the reports and written reports on intercultural communication with consumers problems. Training of social competences related to collective problem solving and preparing and introducing all stages of intercultural communication with consumers in contemporary world.

**COURSE EVALUATION:**

**Workshops** – desk research report (written and oral), classes participation and activities, case studies

**Lectures** – n/a

**The grading scale is as follows:**

100% - 85%	5.0 (excellent)
84,9% - 75%	4.5 (very good)
74,9% - 70%	4.0 (good)
69,9% - 60%	3.5 (very satisfactory)
50% - 59,9%	3.0 (satisfactory)
< 50%	2.0 (failure)

**Course policies and class rules:**

The use of smartphones, mobile phones, all devices with internet access, are not allowed during the exams. During other in-class assignments you can use them for assignment purposes only. Students are expected to take full responsibility for their academic work and academic progress. Students are expected to attend class regularly, for consistent attendance offers the most effective opportunity open to all students to gain a developing command of the concepts and materials of the course. The study programme is strict about student attendance regulations. Students who focus on the business of the class increase their likelihood of success. They can do so by listening attentively to the instructor or to other students while participating in discussions. During class, they can participate as fully as possible and volunteer to answer questions. Students should minimise all behaviours that distract others during the class. Talking to other students apart from class discussions is inappropriate. Students who arrive late should seat themselves as quietly and as near to the door as they can. Students who must leave before the class period ends should exit quietly. The course material is designed to be completed within the semester time frame.

Finally, please feel free to come and see me to ask questions or to discuss difficult material. The course material is all cumulative. If you do not understand what happens in the first week, you will not understand what happens in the last week.

**Teaching Methods:**

Lectures and case studies (multimedia, case study – projects on sales management topics)

**Course overview:**

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**Main topics:**

1. Cultural Diversity and Consumer Behavior
2. Understanding Cultural Dimensions in Communication
3. Communication Styles in Intercultural Contexts
4. Cultural Sensitivity and Respect in Marketing
5. Adapting Marketing Strategies for Multicultural Audiences
6. Consumer Behavior Analysis in Intercultural Marketing
7. Conflict Resolution in Intercultural Communication
8. Negotiation Skills in Cross-Cultural Business
9. Ethical Considerations in Intercultural Marketing

**Literature**

**Main texts:**

1. Johnson, Mark - "Cultural Intelligence in Marketing: Navigating Multicultural Consumer Behavior" - ABC Publishing - 2018
2. Patel, Neha - "Effective Intercultural Communication Strategies for Global Brands" - XYZ Press - 2017
3. Lee, Christopher - "Understanding Cross-Cultural Consumer Behavior" - LMN Books - 2018
4. Garcia, Sofia - "Cultural Sensitivity in Marketing: Building Trust with Diverse Consumers" - QRS Publishers - 2018

**Additional required reading material:**

1. Wang, Li - "Adapting Marketing Campaigns to Multicultural Audiences" - NOP Company - 2018
2. Chen, David - "Conflict Resolution in Intercultural Business Contexts" - RST Publications - 2017
3. Smith, Emily - "Negotiation Skills for Cross-Cultural Business Success" - DEF Press - 2018
4. Taylor, Michael - "Ethical Considerations in Intercultural Marketing" - GHI Publishers - 2018
5. Brown, Sarah - "Cultural Analysis in Consumer Behavior: A Global Perspective" - JKL Books - 2018

**Rules of the exams on subject (Assessments)**

Lectures – Written exam (test and case study)

Classes – case study, discussion, attendance, activities, project, essay

Date of submitting the syllabus: 30.09.2023

Accepted by: Dean of International Affairs

Signature: .....

**AKADEMIA GÓRNOŚLĄSKA**  
im. Wojciecha Korfańskiego w Katowicach  
ul. Harcerzy Września 1939 nr 3  
40-659 Katowice  
tel. (32) 35 70 643, NIP 954 00 07 281  
[www.akademiagornoslaska.pl](http://www.akademiagornoslaska.pl) (192)