

開講科目名	国際文化特殊講義		
担当教員	マシュー・ラジャント	開講区分	単位数
		後期	2単位

### 授業のテーマと到達目標

The globalization of business leads companies to manage their marketing strategy in different cultural contexts. Especially, companies need to analyze and understand how the consumer behave in their cultural environment in order to customize the elements of the companies' offer. Then the lecture focused on cross-cultural consumer behavior and marketing research techniques for investigating internal and external processes that could influence the consumer. The main outcomes of this course are: 1) understand what cross-cultural consumer behavior is; 2) appreciate the marketing research techniques for dealing with cross-cultural consumer behavior issues; 3) Provide insights for global branding and advertising.

### 授業の概要と計画

The lecture (20 hours) will be split into three parts: the first part (4 hours) will provide the basic knowledge of consumer behavior principles; the second part (6 hours) will provide the framework for studying the influence of culture on consumer behavior; the third part (10 hours) will give the opportunity to learn more on cross-cultural consumer behavior through different case studies.

#### PART 1: INTRODUCTION TO CONSUMER BEHAVIOR

? Chapter 1: Consumer behavior and consumer research

? Chapter 2: The consumer decision process

? Chapter 3: Individual determinants of consumer behavior

#### PART 2: CULTURAL INFLUENCES OF CONSUMER BEHAVIOR

? Chapter 4: Cultural influences on consumer behavior

? Chapter 5: Global consumer culture

? Chapter 6: Ethnic, and religious subcultures

? Chapter 7: Cross-cultural marketing mix

#### PART 3: CASE STUDIES

### 成績評価と基準

The exam will be based on oral presentation at the end of the course.

### 履修上の注意（準備学習・復習、関連科目情報等を含む）

### オフィスアワー・連絡先

### 学生へのメッセージ

### 今年度の工夫

## 教科書

If students have no knowledges or very limited knowledges in marketing, they must read the following book before the lecture: Marketing Management (2011), Philip Kotler & Kevin L. Keller

## 参考書・参考資料等

## 授業における使用言語

English

## キーワード