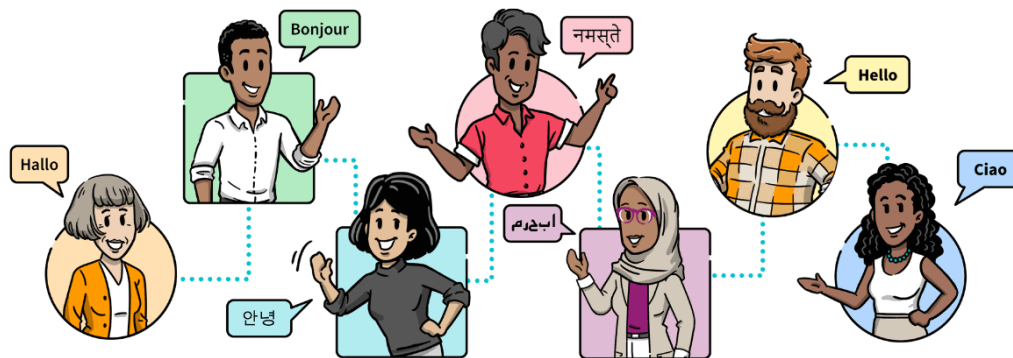


Intercultural Competence in Content Marketing

PUR4932/MMC6936



Instructor: Bridget Grogan
Email: bgrogan@ufl.edu

Course Description

Marketing is telling the world you are a rockstar. Content marketing is showing the world that you are one. But how do you accomplish this across cultures? Learn the secrets in this course. Students will explore the communication skills that lead to effective content marketing communication with people of other cultures.

This course will focus on learning to appreciate the cultural similarities and differences between a new market and a brand's home market to develop effective and appropriate content marketing materials. Students will explore fun, engaging, successful brands that are cross-cultural rockstars. They will explore brands that have made intercultural mistakes. They will learn how to recover from intercultural missteps.

Students will study the influence of culture on behavior, values, and beliefs in order to create appropriate communication across cultures. This cultural sensitivity will also provide understanding of how students' own cultural experiences can positively or negatively determine their communication styles and methods.

Students will study the key concept of intercultural empathy from an intellectual and emotional point of view, with a focus on how content marketing materials are received across cultures. Demonstrating intercultural empathy includes the abilities to connect emotionally with people, show compassion, think from more than one perspective, and actively listen. By applying these abilities to the communication process, students will learn to better communicate their messages to audiences with different cultural ethnicities and backgrounds.

Learning Outcomes

Students will develop cultural self-awareness.

Students will learn to respect and honor others' histories, cultures, traditions, and languages to become culturally competent.

Students will develop their ability to understand the situations and perspectives of others.

Students will learn to create communication that will be acceptable to other cultures.

Students will learn how to minimize the negative impact of cultural differences by establishing common frameworks for culturally diverse communication.

Students will be able to effectively critique intercultural content marketing messages and correct for insensitivities.

Assignments

Assignment 1: Class Project - Students will share in class their observations about cultural similarities and differences between U.S. and Portuguese culture to better understand how and why their own thinking and experiences can affect their cultural sensitivity and understanding.

They will challenge their own and other students' perspectives to develop the cultural sensitivity and empathy that leads to successful content marketing campaigns and communication.

This is an assignment that we will do together in class. No prior work is needed.

Assignment 2: 3-Page Paper - (800 word minimum): Students will research and write about the cultural values underpinning Portuguese society through each of the following lens:

1. political perspectives
2. cultural traditions
3. religion
4. family structure
5. societal norms

Research and explain how **each of these areas** affects how messages are received in Portugal. Also, explain how each area of focus would affect your approach to content marketing in Portugal if you were a brand marketer.

Papers will include a minimum of 5 hyperlinked citations to relevant content that supports your research. The paper must be 3 pages or more. Three is the minimum and will earn an average score of about a C. Do some great research and have fun with this assignment!

Assignment 3: Team Presentation - Students will choose and explore an international brand that is considered a leader in paving the way for culturally sensitive communication. They will research the company's intercultural communication strategy and methods.

Have your instructor approve your brand choice before you begin your work.

Part 1: They will present a team analysis via a slide deck that reflects their understanding of how and why the company's approach is appropriate.

Part 2: They will also critique any aspects of the company's brand that should be modified to enhance their intercultural communication success. What can they do to improve the brand's reputation in Portugal? How can the company connect there? A minimum of 4 relevant points/observations is required.

Part 3: Students will also include their own ideas and examples of how their company of choice could launch a new appropriate content marketing campaign in Portugal. They will use specific examples and defend their ideas based on what they have learned about effective content marketing techniques. This will include designing a specific product or service for your campaign and a plan for tying it to the campaign's chosen country. This should be a robust plan.

Format: All slides will include only 3 to 6-word bullet points that you will use as a guide to talk about each point. No full sentences or paragraphs of information will be allowed on the slides. Don't try to cram your research onto the slides!!

Keep bullet point lists to about 3 or 4 per slide maximum and reveal them one at a time.

The presentation requires a reference screen at the end that includes a minimum of eight references.

Graduate Student Assignments

Short Essays: Students will complete 3 essay assignment as follows:

1. An examination of five universal cultural values of the student's choice and their relevance to intercultural content marketing.
2. An examination of Hofstede's cultural framework and its application for understanding cultural differences.
3. Understanding the importance of language and linguistic differences in intercultural marketing and content marketing campaigns.

Each essay should be 2 to 3 pages in length, double-spaced with a minimum of 3 citations to support the student's arguments.

Reflection Paper (All Students)

As part of your Study Abroad experience you will write and submit a two-page (550-word minimum) reflection paper. The student you are now is not the same person who left a few weeks ago. You've had many incredible moments packed into a short span of time and little downtime to think about it all. Taking time to reflect on your experience is important.

Your reflection paper must answer the following questions:

- What did you discover about yourself?
- How can you extend this experience into a professional setting?
- Discuss the people you met along your journey.
- What surprised you the most about your experience?
- What did you learn from a challenging situation you faced?

550+ words, double-spaced, 12pt font.

This paper is due on the date noted on the Study Abroad Canvas Course. Final grades for your study abroad courses will not be processed until you have completed this paper.

Grade Scale

Percent		Percent		Percent		Percent	
A	100-93%	B	86-83%	C	76-73%	D	66-63%
A-	92-90%	B-	82-80%	C-	72-70%	D-	62-60%
B+	89-87%	C+	79-77%	D+	69-67%		

Class Schedule

Class	Subject	Due Dates
Pre-recorded	What is Intercultural Content Marketing?	April 8
Pre-recorded	Intercultural Competence in Content Marketing	April 15
May 8	Cultural Sensitivity Lecture and Challenging Cultural Beliefs Class Project	Assignment 1 Due in Class
May 9	Hofstede's Cultural Dimensions Cross-Cultural Communication Blunders	
May 12	Un-cancelling Yourself: Brand Redemption Post Controversy	
May 14	Fun Facts About Portugal and the Importance of Influencers	Assignment 2 Due in class
May 16	Final Project Presentations	Assignment 3 Due in Class
May 21	Final Project Presentations	Assignment 3 Due in Class
May 23	Final Project Presentations	Assignment 3 Due in Class
See Canvas	Reflection Paper submitted to Study Abroad Canvas Course	Assignment 4 Due in Canvas

Academic Integrity

You are required to abide by the Student Honor Code. Any violation of the academic integrity expected of you will result in a minimum academic sanction of a failing grade on the assignment and possibly a failing grade for the course. Any alleged violations of the Student Honor Code will result in a referral to Student Conduct and Conflict resolution. Please review the Student Honor Code and Student Conduct Code at <https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/> <https://sccr.dso.ufl.edu/wp-content/uploads/sites/4/2018/08/The-Orange-Book-Web.pdf>

Help With Coping

The UF [Counseling and Wellness Center](#) is a terrific, free resource for any student who could use help managing stress or coping with life. The center, at 3190 Radio Road on campus, is open for appointments and emergency walk-ins from 8 a.m. to 5 p.m. Monday through Friday. To make an appointment or receive after-hours assistance, call 352-392-1575. You can also contact umatter@ufl.edu. The U Matter, We Care team can also help connect students to the many other helping resources including, but not limited to Victim Advocates, housing staff, and the Counseling and Wellness Center. Please remember that asking for help is a sign of strength. In case of emergency, call 9-1-1. If you need assistance while abroad, call on any faculty member or AIFS staff member.

Students with Disabilities

Students with disabilities requesting accommodations should first register with the [Disability Resource Center](#) (352-392-8565) by providing appropriate documentation. Once registered, students will receive an accommodation letter, which must be presented to the professor when requesting accommodation.

Course Evaluations

“Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at <https://gatorevals.aa.ufl.edu/students/>. Students will be notified when the evaluation period opens, and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via <https://ufl.bluer.com/ufl/>. Summaries of course evaluation results are available to students at <https://gatorevals.aa.ufl.edu/public-results/>.”

Student Complaint Process

Students who have complaints about any course can use the links below for information about filing a complaint:

Residential Course: <https://www.sfa.ufl.edu/written-student-complaints/>.

Online Course: <http://www.distance.ufl.edu/student-complaint-process>