



Tampere Summer School

# Cross Cultural Management and Marketing - Tampere Summer School 2021

- Tampere University of Applied Sciences

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## **Extent**

5 ECTS

## **Application period**

1/4/2021 - 7/6/2021

**Fees**

0-525 euros

**City**

Online course

**Study fields**

Management, Administration and Economics

# Cross Cultural Management and Marketing



## Description



This course aims at enabling students to operate effectively in culturally diverse business environments and equipping them with relevant skills for multicultural projects. Students will acquire skills and competence to comprehend diverse communication patterns and other forms of diversity based on different levels of culture that exist in various multicultural contexts.

One key aspect of the course is the study of the influence of culture on consumer behavior so that students can examine how company adapts to international market diversity. Students will have an overview of cross cultural management, multicultural projects and project teams and acquire strategies for making marketing communication decision in international environment.

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## Contents



After completing the course, the students will be able to:

- have an overview of cross-cultural management and multicultural project teams and on task and process strategies for managing multicultural teams
  - value cultural diversity as an asset in different business areas like marketing communication, business negotiations etc.
  - have interpersonal, intercultural communication, teamwork and presentation skills required in multicultural teams and cross cultural tourism business projects
  - act as a team member in a multicultural project team
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## Course dates



The Teaching Timetable 2021 can be found [here](#).

lease remember to check the course specific timetable within your [time zone](#).

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## Teaching



An online course using the Moodle platform for distributing the course material and for written communication. The sessions are held in Zoom.

To be able to participate in the remote learning environment, you will need a fully functional device (laptop, PC, tablet) with the following functions:

- stable internet connection
  - camera and microphone
  - installation rights & compatibility with our learning softwares (Zoom, Moodle, etc.)
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## Prerequisites



Having a basic knowledge of the principal concepts of marketing.

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## Teaching material



Distributed during the course.

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## Assessment methods



Weekly group case studies and individual final essay.

Evaluation scale: 1-5.

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## Teacher(s)



[Pietro Albanese](#)

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## Additional information



In questions concerning course content, please contact teacher Pietro Albanese:

[pietro.albanese@tuni.fi](mailto:pietro.albanese@tuni.fi)

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## Your last viewed study options



Study module - non degree

● Tampere University of Applied Sciences

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Type: Tampere Summer School •  
Extent: 5 ECTS • City: Online course



Study module - non degree

○ Tampere University

Sustainable Digital Life: Methodological Aspects - Tampere Summer School 2

Type: Tampere Summer School •  
Extent: 5 ECTS • City: Online course