

MKTG 7020 MULTICULTURAL MARKETING

Legacy Code 200731

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Restrictions

Students must be enrolled in a postgraduate program.

Learning Outcomes

On successful completion of this subject, students should be able to:

1. Recognise and be sensitive to differing cultural groups within a society
2. Examine issues of various Indigenous cultures within one national border
3. Identify in a given marketing setting the relevant cultural variables that have a major impact in the success of a marketing strategy and adapt accordingly.
4. Consider the process involved in building an effective transcendent team which transcends domestic/local gravities in a sales/marketing environment.

Subject Content

Overview of Cultural Orientations (Including Indigenous)
Approaches and theories to examine cultural differences
Key Ingredients for a good International Manager
Sales and Negotiation Styles
Country specific Sales Strategies and Compensation Plans
The Key to build relationships with customers and consumers
Ethical Considerations

Teaching Periods