

Marketing Principles (Marketing 311)  
Suggestions for Improving Assessment Results  
Summer 2006

Goal: Students should be globally aware.

- ▶ In online and hybrid classes, or face-to-face classes supplemented with D2L, give a graded assignment with substantial weight to participating in a discussion on cultural issues. The discussion could focus on an article related to Hispanic consumers. (Dr. Lavin can supply the article.)
- ▶ Provide short chapter quizzes online to motivate students to keep current with class readings.
- ▶ Invite an international business person to class to discuss the concept of a Cultural IQ with students. (Dr. Janz has a contact person for this activity.)
- ▶ Show several ads, on the same brand, from different countries and follow up with a discussion of how and why the executions of the ads differed for the countries involved. Then link that information with cultural differences and how marketing managers change strategies with different groups. (Dr. Maity has some examples of ads from US, Argentina, Mexico, and India.)
- ▶ Provide students with the streaming video developed by Dr. Lavin on cultural issues.
- ▶ Initiate regular class discussions on cultural issues in current events. For example, classes could discuss Google and censorship in China.
- ▶ Have students enter into an online discussion of how Harley Davidson changes its marketing strategies depending on the country targeted on a country-by-country basis.
- ▶ View a video program about the manufacture of Mardi Gras beads in China that examines the cultural differences between those who make the beads, those who buy the beads, and those who wear the beads. (Ms. Pfeifer-Luckett has information on this video.)
- ▶ Print blank maps of global regions and ask students to locate countries. This assignment could be in teams. Relate the maps to current business events. (Ms. Roe has maps that you can use.)
- ▶ Assign groups to a “hot” country and once a week rotate through and have them present reports on current business events in that country or region of the world.