Cultural Paper For Global Marketing Class

The cultural paper is due at the start of class on Monday, April 4th. • The culture paper needs to be at least 3,000 words, 12 point type. All references need to be cited in-line. The choice of topic is up to you and needs to focus on an aspect of international culture and how that relates to international marketing. For example in the past, students have looked at the difference in conducting business and marketing activities between Japan and the U.S., marketing football (soccer) between the U.S. and Europe, weddings marketing practices between two countries, how food is branded and marketing between cultures, the use of images in advertising between countries, place branding between regions, and celebrations and advertising between cultures.