The Importance of Cultural Understanding: The Key to Success in an International Marketing and Business Environment

Louis I. Nzegwu
Department of Business and Accounting

Focus of Investigation
With the globalization of markets, a good understanding of cultural differences is an integrated part of success in the International Marketing course. Culture has been recognized to have a general influence on consumption, in addition to serving as one of the key determinants of manner and approach in which companies and individuals do business to respond to international marketing strategy. The focus of this study is to investigate if the understanding of cultural elements/knowledge helps students achieve success in International Marketing.

Primary question to answer on this study: Does knowledge of cultural elements increase students understanding of international marketing and business practices?

Resources and References

Change or Innovation Intended to Address Issue
My primary goal is to evaluate the structure and content associated with understanding cultural difference in international marketing courses. To address this issue, I plan to use the following methods to assess student understanding of cultural issues affecting international marketing.
• Assess student understanding of cultural elements by testing their knowledge and awareness.
• Incorporate questions relating to cultural issues in my exams.
• Conduct a pre- and post-test on key cultural issues affecting understanding of international business.

**Changes or Intended Effect of Approach**
The intended effect of this investigation is to measure the extent to which students understand different cultures. By using this approach, I hope to establish several aspects of cultural elements that are key to understanding international marketing courses over a period of two semesters. The results of this will assist me in structuring effective teaching methodology and learning environment.

The following questions will be investigated:

• What are the key elements affecting cultural understanding in international marketing?
• What changes are taking place in cross-cultural learning?
• Do team investigations of different cultural elements contribute to student understanding of culture?

**Evidence**
• Student personal opinions about cultural element in International Marketing class during Fall 2005.
• Pre- and post-test scores on cultural understanding from Global and Marketing courses during Spring 2006.
• Pre- and post-orientation survey following my 2006 China Short Study Tour on Chinese business practices and cultures.