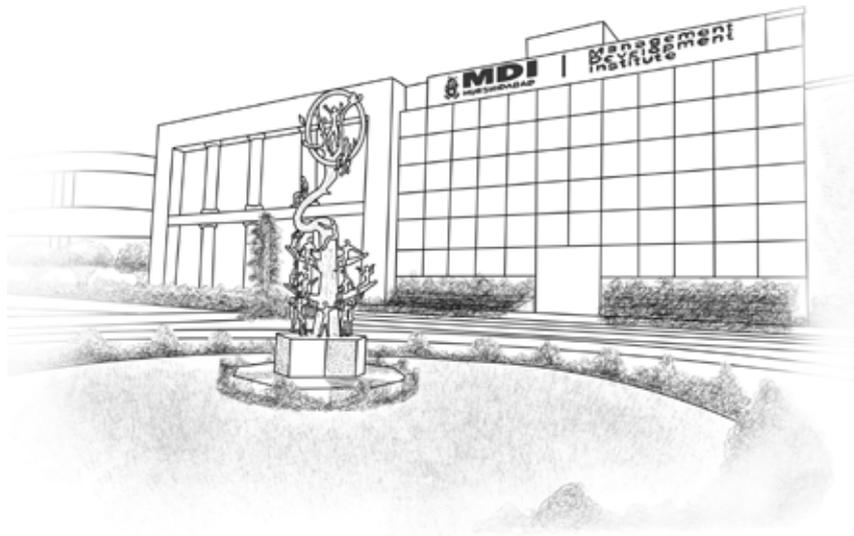


# MANAGEMENT DEVELOPMENT INSTITUTE MURSHIDABAD

## MANAGEMENT DEVELOPMENT PROGRAMME CROSS-CULTURAL ISSUES IN MARKETING LOCAL GOODS ABROAD

 7-9 SEPTEMBER, 2025 (WED-FRI)



### Course Objectives

Financial factors often take precedence when companies venture into global markets, leaving cross-cultural challenges overlooked. However, these cultural issues become apparent when businesses struggle to succeed outside their domestic markets, such as Walmart's \$1 billion loss in Germany due to its failure to adapt to local customs. Conversely, HSBC successfully rebranded itself in 2004 as the 'Local Bank of the World,' which led to significant profits.

Consumer research has always been central to marketing strategies, but the evolving consumer landscape is now paving the way for innovative breakthroughs. People have become more active in digital and social environments in recent years, sharing their identities and passions and forming new connections. Traditional consumer research models fail to address this complex tapestry of modern consumer life, making the cultural inquiry model valuable for gaining fresh insights.

The program covers various aspects, such as advertising, marketing, consumer behaviour, and the startup landscape, to grasp contemporary consumption trends and the mindset of today's consumers. It employs techniques from anthropology and psychology to delve into consumer culture. Your application should incorporate live case studies and practical examples to facilitate experiential learning.

### Target Participants

A mid-level/senior-level business executive/entrepreneur seeking to explore business for local business abroad, Marketing professionals, Entrepreneurs and small business owners, Exporters and trade officials, Academics and students specializing in international business, etc.

### Learning Outcomes

Participants will be able to understand suitable cross-cultural issues while doing business abroad.

### Program Contents

#### 1. Introduction to Cross-Cultural Marketing

- Overview of globalization and marketing local products internationally.
- Importance of understanding cultural nuances.
- Real-world examples of cross-cultural marketing.

## 2. Cultural Dimensions and Theories

- Hofstede's Cultural Dimensions Theory.
- Edward T. Hall's High and Low-Context Cultures.
- Trompenaars' Seven Dimensions of Culture.

## 3. Identifying Cross-Cultural Challenges

- Language and communication barriers.
- Differences in consumer behaviour.
- Local vs. global branding dilemmas.
- Legal and ethical considerations.

## 4. Marketing Mix for Cross-Cultural Contexts

- Product: Customizing according to cultural preferences.
- Price: Understanding pricing perceptions and affordability in different markets.
- Place: Distribution challenges in diverse cultural regions.
- Promotion: Advertisements for the target market.

## 5. Building Cross-Cultural Communication Skills

- Non-verbal communication in marketing.
- Strategies for culturally diverse markets.
- Engaging with diverse stakeholder groups (distributors, customers, regulators).

## 6. Leveraging Local Identity for Global Appeal

- Emphasizing cultural heritage as a Unique Selling Proposition (USP).
- Case studies of successful local products marketed abroad (e.g., yoga, spices, handicrafts, textiles).

## 7. Digital Marketing and Cross-Cultural Sensitivity

- Adapting social media strategies for different cultural audiences.
- Content localization vs. standardization.
- E-commerce opportunities and challenges for local goods globally.

## 8. Practical Workshop/Case Study Analysis

- Participants analyze a case study of a local product entering a foreign market.
- Group activity to develop a marketing plan considering cultural aspects.

## 9. Guest Session/Expert Talk

- Invite an industry expert or academic with experience in cross-cultural marketing.

## 10. Wrap-Up and Action Plan

- Key takeaways and lessons learned.
- Participants apply their marketing strategies.



## Pedagogy

- Interactive lectures and discussions.
- Case discussions for participants.
- Role-playing exercises to simulate real-world scenarios.
- Team activities of marketing campaigns tailored to specific cultures.



## Expected Outcomes

- Improve understanding of cross-cultural marketing issues.
- Adapt strategies to cultural preferences in global markets.
- Frameworks for international marketing success.



## Faculty

The faculty will comprise the MDIM core faculty



## Registration & Fees

Participants should be nominated by their organizations. The enclosed nomination form should be completed and returned with all the details. The fee of the program is **Rs. 10,000/day /participant+ GST** which includes a professional fee and all charges for lodging and boarding and supply of course materials. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by Cheque/NEFT/RTGS.

**The program fees can be paid through bank transfer as per the bank details given below:**

Account Name: **Management Development Institute Society**

Bank Name: **ICICI Bank**

Account Number: **201505024814**

IFSC Code : **ICIC0002015**

Branch Name: **Jangipur**

(Please share the transaction details for verification purposes after making payment)



## Venue & Duration

The programme is scheduled during **07<sup>th</sup> to 09<sup>th</sup> September 2025 (Wed- Fri)** on a residential basis at MDIM Campus, Kulori, P.O.-Uttar Ramna, P.S.-Raghunathganj, Dist.-Murshidabad, West Bengal, PIN-742235, India. Accommodation for participants would be available at MDIM Campus from the noon of **6<sup>th</sup> September 2025** to the forenoon of **10<sup>th</sup> September 2025**.



## Enquiry

For any Additional information/enquiry, please write to:

**Department of Continuing Education  
Management Development Institute Murshidabad**

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Website: : <https://www.mdim.ac.in>

Email: ce@mdim.ac.in



## Programme Director



**Dr. Vineet Gupta**

**Assistant Professor- Marketing**

Dr. Vineet Gupta has 10+ years of experience as a researcher, practitioner, and academician. He is associated with the international business domain. His research works are related to contemporary consumer behaviour and the modern business and marketing environment. He has been a full-time faculty member at NMIMS, Bengaluru, and a research fellow at IIFT Delhi. Dr. Vineet has published papers in indexed International and National Journals of repute. His study refers to research works at International Conferences and Colloquiums. Before joining academia, he was in managerial positions with a Multinational Bank and Financial intermediaries. His primary educational credentials include an MBA, Ph.D., and UGC NET.

## About MDI Murshidabad

Management Development Institute (MDI) was set up as an autonomous body in 1972. With an intention to impart management education, nurture local talent, and groom them to become global Leaders, Management Development Institute (MDI), launched its second campus in Murshidabad in the year 2014. The foundation stone was laid on the 31<sup>st</sup> of October 2010 at Jangipur, Murshidabad, West Bengal by the then Honorable Union Minister of Finance, Govt. of India, Shri Pranab Mukherjee. In 2014, MDI Murshidabad (MDIM) launched its Post Graduate Diploma in Management (PGDM). It was commemorated in the presence of the then honorable President of India Shri Pranab Mukherjee, by an inspiring address by him to our first batch of PGDM students on the 24<sup>th</sup> of August, 2014. This was followed by a deliberation made by Shri Arun Jaitley, then Hon'ble Minister of Finance, Defence & Corporate Affairs, Govt. of India. PGDM offered by MDIM is recognized and accredited by the All-India Council for Technical Education (AICTE), New Delhi, National Board of Accreditation (NBA). PGDM course is also recognised as equivalent to MBA by AIU for a period of three years (01.07.2024 to 30.6.2027). The Murshidabad campus is a part of MDI's vision to nurture and promote local talent and enterprise. The campus of MDI Murshidabad is in the central part of the State of West Bengal, India. MDIM prides itself in not only providing management Education but also developing ethical corporate citizens for tomorrow's India.

MDI Murshidabad continues to uphold its commitment to excellence in management education, as evidenced by its consistent IIRF rankings. This year MDI Murshidabad has secured the **prestigious position of State Rank 1 among the Best B-Schools (Private) for PGDM General** and has also secured the **prestigious position of Zone Rank 3 for the overall category.**

## Management Development Programme (MDP)

MDI Murshidabad has been conducting Training Programmes of strategic intent since inception. In this regard our MDPs not only aim at acquiring and upgrading knowledge and competencies in generic areas but also assist in specific areas to thrive in the competitive world of business. Our fundamental programmes revolve around leadership, Change Management, Managerial Effectiveness, Sales Excellence, Service Excellence, Sales & Distribution Management, How to build a Strong Brand, Cost Management, as well as emerging issues like AI&ML, Business Analytics, HR Analytics, Digital Marketing, and Data Science. MDIM is committed to impart quality management education. It understands the requirements of the modern business organizations and offers need-based customized MDPs to meet the organizations' excellence. To do so, the pedagogy adopted across the MDPs is based upon experiential learning exercises that believe in learning while doing. We are also conducting open MDPs for several valued clients who herald from various sectors. Such MDPs have been developing the holistic perspectives of the clients to resolve any given issues through cross-pollination of ideas.

Certificate of Participation shall be provided after the completion of the Course.



## CAMPUS DETAILS



Campus Address:  
Management Development Institute Murshidabad  
Kulori, P.O.-Uttar Ramna, P.S. - Raghunathganj  
Dist. Murshidabad, West Bengal, PIN-742235  
Contact Details: +91 9674727164/ +91 9674757164 (Extn: 127/183)  
Visit: [www.mdim.ac.in](http://www.mdim.ac.in), e-mail: [ce@mdim.ac.in](mailto:ce@mdim.ac.in)