Agenda

• Initial Course Learning Outcomes
  ▪ Academic
  ▪ Personal

• Project Description, Process & Outcomes
  ▪ Phases
  ▪ Work Samples

• Student Perspectives
  ▪ Academic
  ▪ Personal
Initial Course Learning Outcomes
Initial Course Learning Outcomes

By the end of the course the student will be aware of the marketing efforts required for and the decisions that a global brand must make, when introducing a product in different cultures considering the circumstances the company finds in these places.

Personal

By the end of the course the student will be able to work within a group of different cultural classmates, and will be able to identify how to take advantage of this synergy in order to give benefits to the brand.
Project Description, Process & Outcomes
Project Description

Social Media

ATL

Copy Content

Visual Content

BTL

Target Market
Project Process

Course Content

Link to UDEM Blackboard for Project
Our project for this semester will be done in connection with students from UDEM (Universidad de Monterrey - The University of Monterrey). The project objectives, assignments, submissions will be done through the UDEM’s Blackboard site. Every student in this course has an ID and password to sign onto UDEM Blackboard. The sign on process will need to be done only the first time this link is accessed. The PROJECT schedule is incorporated into our overall course schedule above. Specific instructions can be found on the UDEM site.

Library Guide for Inter-Cultural Communication

Library Guide for Project

Course Schedule
## Project Process

### Library Services

<table>
<thead>
<tr>
<th>Library Databases - Background Research</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Business Insights: Essentials</strong></td>
</tr>
<tr>
<td>Company profiles, brand information, and articles from business journals and magazines.</td>
</tr>
<tr>
<td><strong>Statista</strong></td>
</tr>
<tr>
<td>Statistics, industry reports and forecasts, market data, insights into social trends, and more.</td>
</tr>
<tr>
<td><strong>The MCC Libraries' OneSearch Tool</strong></td>
</tr>
<tr>
<td>OneSearch allows you to search many databases simultaneously. Scroll to the middle of the library's website for search box.</td>
</tr>
</tbody>
</table>

### Samsung on Social Media

Samsung's presence on social media includes:
- Facebook - Samsung Mexico
- Facebook - Samsung USA
- Instagram - Samsung Mexico
- Instagram - Samsung USA
- Twitter - Samsung Mexico
- Twitter - Samsung United States
- Twitter - Samsung Mobile
- Tumbler - Samsung Mobile
- YouTube - Samsung Mobile

### Samsung

- Samsung Mexico
- Samsung United States
Project Process

General Information
This folder provides basic information about “Project” part of your respective courses which is a multi-cultural team assignment that will analyze all aspects of advertising for the Samsung Galaxy 6.

Assignments
This folder contains specific information you will need to complete your assignments properly. Each team will have three major tasks:

1. Create a brand image for your team which could include a name, logo, slogan, tagline, symbol, etc. and present this to the class.
2. Analyze a specific aspect of advertising for the Samsung Galaxy 6 (as assigned by team) first individually and then combine your ideas to present your findings to the class.
3. Combine your own team’s work on the specific aspect of advertising for the Samsung Galaxy 6 you have been assigned with the information you gather from the other teams’ presentations, and present a summary of all advertising ideas for the Samsung Galaxy 6.
Project Process
Project Process

Hola, my name is Abby Corbett, I’m 19 years old and I was raised in Rochester New York. I’m going to school for business administration, and I plan to go into sales after graduation. I have 4 sisters and we all grew up playing ice hockey, my favorite team is the Buffalo Sabres. In my free time other than playing hockey I like to listen to music, watch movies, go shopping, and hang out with friends. I love to meet new people so I am excited to get to know you all! Please feel free to e-mail me and add me on Instagram’s/Facebook.

E-mail: Corbett_abby@yahoo.com
Facebook: https://www.facebook.com/abby.corbett.7
Instagram: https://instagram.com/abbycorbett16/
Path: p:McMullin - span = a

Linked Files
Pictorial.pdf (495.159 KB) Delete

Attach File
Browse My Computer Browse Content Collection

These are my oldest (Anna) is on my back, Makaila (2nd) is on the middle, Katie (2nd) on the right, Jeff Becker (1st) on her back, Emma and Rachel are in the ID.

One of my favorite memories was winning the State tournament. My dad and sister next to me.

Diana Elena López Mathan
RE: Hey!

Hi Abigail, I’m Diana! I would like to learn to play hockey, it looks awesome! I liked to know more about you with the pictures of your life.

Nice to meet you Abigail!

My hobbies

Spinning
Boxing
Movies

Ana Sofía Reyes Jaime

Facebook: Ana Sofía Reyes
Personal e-mail: ana.reyesj@udem.edu
Project Process

AROUND THE WORLD

UNITED

prix Create an AMEXICA

“Stop Labeling, Start Living”

LOGO AND SLOGAN AMEXICA

- We choose our logo by putting the Mexican flag crossed with the American flag to represent our belief that coil program and this project is connecting Mexico and the United States through marketing. Our slogan “stop labeling, start living” is because we have members from Mexico and members from the United States coming together and work as one so instead of being diverse, we can come together and collaborate on one great project.

“If it is on our jersey, then you know it’s worthy!”
Project Outcomes

Samsung Evaluation

By: Cedric Hairston, Dahia Chena, Abby Corbet, Diana Mathán, Joe Sieber, Mariace Rogel

Visual

Similarities:
- The only color was the phone or what was displayed on the phone.
- Lots of American celebrity endorsements for US and Mexico.

Differences:
- Lots of personal use for the phone. (Mexico)
- Business oriented. (US)

Recommendations/Improvements

- The United States page needs to consolidate their information and organize the page more, generally being more direct with their media approaches.
- Mexico should add the reviews about specific features, adding accountability and peer input.
- With ATL advertising, begin integrating Samsung products into more movies and less radio in Mexico.
- Samsung should move away from trying to integrate its phone’s with video game systems, at least for now...
- When using social media, the US should be like Mexico and it focus towards more of the experience and less about the features.

Social Media

Similarities:
- Mexico and USA advertise that Samsung galaxy is the next step to the future.
- Both countries post every day or 2 days on their Instagram account.
- They try to create a selfie with the customer

Differences:
- In the US account they show you at the homepage the characteristics of the newest product.
- Mexico has more followers and less likes. This means that Mexico has done a good job with this media.
- Both countries have different followers and likes in their social media

Agenda

- Similarities and Differences:
  - Copy Content/ Joe
  - BTL/ Diana
  - Visual/ Abby
  - Positioning/ Dahia
  - ATL/ Cedric
  - Social Media/ Maria
- Recommendations/ Improvements

Brought to you by...
Student Perspectives
Reflection Comments - US

• Academic
  ▪ Working on this project and connecting with students outside of our borders has brought me out of my comfort zone. It was not easy to coordinate this ordeal over the internet. Deadlines were barely met, and communication was hard. But it was a learning experience and will impact my future projects and career greatly.

• Personal
  ▪ Speak slowly so if someone's first language is not English they can understand what you say.
  ▪ Learn Spanish, or attempt to speak whatever language of the people you are working with. Expecting everyone to know English is selfish.
  ▪ Attempt to establish a personal bond with your team mates. We did this by following each other on social media to learn about each other.
  ▪ Use their insight when writing your parts of the project. Their insight is very reliable when it comes to trends or things that are a part of their culture.
  ▪ Be careful not to offend anyone. Especially because English was not our partner's first language, it could have easily lead to a misinterpretation that angered someone on either side.
  ▪ Be aware of cultural differences. If you are aware of the differences, you can be aware of what might offend others. You do not want cross cultural clashes, as this would seriously impede progress. Appreciate the differences between your cultures and work together to make a unique and successful project.

24 APRIL 2016
Reflection Comments - Mexico

• Academic
  ▪ Mix ideas could be the best thing we can do as a team because one idea could result in a big and better idea. This not only could help me in my professional life when I’m working with my classmates or my co-workers, also if I have a personal goal I can hear ideas from others and put it together and create a successful idea.
  ▪ The brand always should be connect with their consumers by their main social networks to keep in contact. This could be good if I get a job managing the social networks of a brand, I will keep in contact with the costumers to gives them information about the product and tips.

• Personal
  ▪ Have open mind to hear different things.
  ▪ Let them do what they do best and not try to change them.
  ▪ First hear their ideas and then give my point of view.
  ▪ Not try to control things only because are different.
  ▪ Accept their opinions about our ideas.
  ▪ Let them know that we pay attention to them.
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We began our journey here...
We continue our journey at this conference…

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