I'D LIKE TO TEACH THE WORLD TO SING

LEARNING CULTURE THROUGH ADVERTISING

MINDY KOLE & EVA HAUG
OVERVIEW:

- COIL project SUNY Ulster & Amsterdam UAS
- What we did: planning & organisation
- Where we started: learning outcomes
- How we did it: structure, deliverables and schedule
- How we assessed it: assessment plan & rubric
- What worked
- What we learned: 2.0
- What they learned: student voices
- The Heineken ad
DESCRIPTION OF COIL COURSE

SUNY ULSTER
- Year 2: (Associates) Business & Entrepreneurial Studies
- Principles of Advertising
- Group (COIL project) and Individual assessment (group reflection assignment)

AMSTERDAM UAS
- Year 1: (Bachelor) International Business students
- Cross Cultural Awareness
- Group (COIL project) and Individual assessment (reflection assignments)
DESCRIPTION OF COIL COURSE

- Duration: 8 weeks
- Number of credits: 3 (Amsterdam)
- 1 assignment, 2 deliverables
- Group assessment, 1 rubric for all students
WHAT WE DID: PLANNING & ORGANISATION

• Getting to know each other (FB)
  https://www.facebook.com/groups/663962907069572/

• Analyse Coca Cola ads in USA & the Netherlands: compare based on cultural analysis

• Create an ad for an international brand, taking into account the cultural values of both countries

• Present your ad (ppt)
WHERE WE STARTED: LEARNING OUTCOMES

Learning Outcomes – at the end of the project, students will be able to:

• Compare and contrast the role of culture in the development of advertising in the Netherlands and the US
• Analyze what this comparison teaches us about conducting business with other nations
• Articulate factors for success in working with people from other cultures
• (For Amsterdam students only) Train intercultural sensitivity by reflecting on the collaboration with the cultural frameworks.
HOW WE DID IT: STRUCTURE, DELIVERABLES AND SCHEDULE

• Learn about the Netherlands and U.S.: Skype sessions & Power Points
• Getting to Know You: Facebook
• Coca Cola advertising research in both cultures: Power Point
• Develop research question for global brand: Facebook
• Global brand research and ads: Creative and Power Point
<table>
<thead>
<tr>
<th>Criteria</th>
<th>Non-performance (0%)</th>
<th>Basic (75%)</th>
<th>Proficient (85%)</th>
<th>Distinguished (100%)</th>
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<tbody>
<tr>
<td><strong>Learning about the Netherlands presentations (SUNY Ulster) (15%)</strong></td>
<td>Does not present findings about the Netherlands</td>
<td>Presents basic findings about the Netherlands</td>
<td>Presents basic findings about the Netherlands in a professional manner</td>
<td>Presents insightful findings about the Netherlands in a professional, well written and interesting manner</td>
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<tr>
<td><strong>Getting to Know Each Other (15%)</strong></td>
<td>Does not participate</td>
<td>Produces satisfactory communications</td>
<td>Presents satisfactory communications in a creative format</td>
<td>Presents insightful and engaging communications in a creative format</td>
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<tr>
<td><strong>Coca Cola Advertising components (15%)</strong></td>
<td>Does not submit Coca Cola presentation</td>
<td>Submits a satisfactory Coca Cola research presentation with basic information</td>
<td>Submits a satisfactory Coca Cola research presentation based on evidence of research</td>
<td>Submits an insightful Coca Cola research presentation, with full analysis and evaluation of cultural factors, complete back-up and evidence of research, well-written and presented</td>
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<tr>
<td><strong>Development of ads for two cultures (25%)</strong></td>
<td>Does not submit ads for two cultures</td>
<td>Submits satisfactory ads, including all basic components</td>
<td>Submits satisfactory ads with evidence of research and analysis of cultural factors</td>
<td>Submits ads with complete back-up and evidence of research, well-written and presented, analysis and evaluation of cultural factors</td>
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<tr>
<td><strong>Reflection and Wrap Up (10%)</strong></td>
<td>Does not submit reflection and wrap-up presentation</td>
<td>Submits a basic reflection and wrap-up presentation</td>
<td>Submits a satisfactory reflection and wrap-up presentations with analysis of business implications and ideas for enhancing future collaborations</td>
<td>Submits and insightful and creative reflection and wrap-up presentation with analysis of business implications, ideas for enhancing future collaborations, well-written, produced and presented</td>
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<tr>
<td><strong>Collaboration with class and international partners (20%)</strong></td>
<td>Does not collaborate with international teammates</td>
<td>Basic collaboration with international teammates</td>
<td>Exhibits ongoing attempts to collaborate with international teammates</td>
<td>Exhibits extraordinary, creative efforts to collaborate with international teammates</td>
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WHAT WORKED

- Took very practical approach to the project
- Started with Learning Outcomes
- Developed weekly, structured deliverables
- Developed assessment plan & rubric
WHAT WE LEARNED: 2.0

• Synchronous mutual kickoff
• More face-to-face, Skyping as a full class
• More frequent communication between Mindy & Eva about teams NOT collaborating
• More coaching for teams NOT communicating and collaborating
WHAT THEY LEARNED: STUDENT VOICES

- **Richard Yusufi** (Netherlands) & **Kristy Lyons** (U.S.): process of online collaboration and international teamwork
- **Meghan Pieters**: Heineken ad strategy & cultural factors (Netherlands)
- **Joan Mena**: Heineken ad strategy & cultural factors (U.S.)
The Heineken Ad – Netherlands

Ga voor Heineken, Ga voor Nederlands.
THE HEINEKEN AD – U.S.

Heineken, bringing friends together one bottle at a time.
THANK YOU!

Questions?

kolem@sunyulster.edu  e.m.haug@hva.nl