



London TDM

# Marketing and Communication Training Courses

**Course Venue:** Malaysia - Kuala Lumpur

**Course Date:** From 02 August 2026 To 06 August 2026

**Course Place:** Royale Chulan Hotel

**Course Fees:** 6,000 USD

## Introduction

The "Cross-Cultural Marketing and Global Campaigns" course is designed to equip professionals with the insights and tools necessary for navigating the complexities of marketing across diverse cultural contexts. Over five days, participants will explore key strategies for developing successful global campaigns that resonate with varied audiences, understanding cultural nuances, and leveraging them to build brand equity internationally.

- Understand the fundamentals of cross-cultural marketing.
- Identify and analyze cultural influences on consumer behavior.
- Develop skills for creating culturally sensitive marketing strategies.
- Gain insights into successful global branding and communication.
- Learn how to manage and execute global marketing campaigns effectively.

## Course Outlines

### Day 1: Introduction to Cross-Cultural Marketing

- Overview of Cross-Cultural Marketing
- Importance of Cultural Awareness in Marketing
- Understanding Cultural Dimensions and Frameworks
- Cultural Sensitivity in Communications and Branding
- Case Studies: Successful Cross-Cultural Campaigns

### Day 2: Consumer Behavior Across Cultures

- How Culture Influences Consumer Behavior
- Identifying Cultural Biases and Preferences
- Cultural Influences on Purchasing Decisions
- Adapting Products and Services for Different Markets
- Tools and Techniques for Consumer Insights

### Day 3: Developing Cross-Cultural Marketing Strategies

- Steps to Creating a Cross-Cultural Strategy
- Customizing Marketing Mix for Diverse Markets
- Localization vs. Globalization in Campaigns
- Messaging and Imagery for Cross-Cultural Appeal
- Evaluating and Adjusting Strategies for Effectiveness

### Day 4: Global Branding and Communication

- Building a Global Brand: Challenges and Solutions
- Maintaining Brand Consistency Across Borders
- Barriers to Global Communication and Solutions
- Leveraging Digital Media for Global Outreach
- Interactive Sessions: Analyzing Global Brands

### Day 5: Managing and Executing Global Campaigns

- Planning and Implementing Global Campaigns
- Coordinating Across International Teams
- Overcoming Logistical and Regulatory Challenges
- Tools for Monitoring and Measuring Campaign Success
- Summary and Analysis of Real-World Campaigns