



## BIP: Intercultural Marketing Communication

**Contact/course responsible:** Huriye Toker- Özlem Alikılıç  
**Course/workshop/project:** BIP: Intercultural Marketing Communication

### Course/workshop/project context

This project is a Blended Intensive Project that requires students to work together with a group of international students from three different universities on an assignment coming from an industry client, focusing on intercultural marketing communications.

There are online components which allow students to work together from a distance starting in April 2023 and on location components where international students come together on a designated location between 15-19 May in 2023 to meet their client and pitch their ideas to the client at the end of the project.

#### Partners:

- BUAs (the Netherlands)
- Yasar University (Turkey)
- Hochschule Koblenz - RheinAhrCampus (Germany)

#### Timing, Duration and location:

3 March to 19 May 2023

- 6 working weeks online collaboration (starting on 3rd March, Yasar University is leading)
- 1 week on location collaboration, Yasar University is hosting between 15-19 May.

Location: Izmir, Turkey (<https://www.goturkeytourism.com/places-to-go/izmir-city-in-turkey.html>)

#### Funding:

Travel, accommodation and catering expenses of students will be partially (or completely) funded because this project is within the framework of Erasmus, Blended Intensive Projects.

### Assessment criteria:

Assessment is based on both group and individual performance. Group assessment is based on the quality of the project deliverables that are required before, during, and after the project. Individual assessment is based on the professional attitude and contribution to the group work.

### Additional Information

#### Industry involvement:

A national consumer brand will provide an assignment to students that drives students to create a business solution by means of intercultural marketing communication.

#### Learning Outcomes:

The project helps students to develop their skills and knowledge in the field of marketing communications as well as to develop their international/cross cultural competences as they work with students from different countries/universities that they team up with. Besides personal and professional development, this project provides opportunities to enhance the professional network of student by allowing them to be in direct contact with industry clients, international lecturing staff and international students that come from different study disciplines.

Student numbers: There will be 20-25 students in the class.



**YAŞAR UNIVERSITY**

Five students from Yaşar University will be able to join the project. In order to apply to be involved in this process, we require a motivation letter and CV. In case of more than 5 applications, there will be a selection process. **The deadline for the application: 28<sup>th</sup> of January, before 17:00.**

In order to apply, please send an application via e-mail to [huriye.toker@yasar.edu.tr](mailto:huriye.toker@yasar.edu.tr) Please send your CV and motivation letter. Mention in your e-mail subject 'BIP- Intercultural Marketing Communication application 2023'.