

TRAINING THE TRAINER IN  
INTERCULTURAL MARKETING STRATEGIES

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Based on the rationale that there is a shift toward worldwide markets, this paper focuses on the need to develop cross/cultural sensitivity training skills within corporate trainers as a cost-efficient, organization-specific program.

Although there are numerous programs available, for various given reasons, there is a shortage of research and training in cross-cultural sensitivity in multinational corporations.

This approach to training the trainer employs a number of models:

Intellectual model: deals with helping participants understand principles of behavior that exist across cultures and components of culture that affect behavior, including language, attitudes and values, religion, social organization, education, technology, politics and law.

Self-awareness model: follows the assumption that one must understand and accept one's self in order to understand and accept persons from other cultures. It allows the individual to examine his or her own culture and those characteristics commonly associated with members of that culture.

Cultural-awareness model: provides cognitive information about the components of other cultures which affect the behavior of their members. This may be culture-general or culture-specific training.

Simulation model: Follows the belief that individuals must experience and practice cultural sensitivity skills in a culturally-specific, simulated environment. This simulation focuses on a complete international marketing strategy.

The trainer develops specific skills through this program, including (1) presentation skills, (2) process skills, (3) role-playing skills, (4) sensitivity training skills and (5) practical skills and exercises. Additionally, trainers develop cross-cultural communication skills which they, in turn, pass along to participants in their own organizations' international and intraorganizational training programs.