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MKT 4270

14 December 2023

### Class Summary

The very first day of class I had absolutely no idea what to expect from this course as I struggled to pinpoint countries throughout the map of the world. Immediately I thought to myself, wow the American education system has really failed me considering I had zero geographical competence of anything outside of the United States and Europe. As we began lectures, I quickly realized that this might be my most informative and real class I have taken yet. I say real because it is very rare for a professor to lecture in a narrative sense with real world examples; most of the time it is humdrum historical and economic lessons that are sugar-coated and broadly read over. The goal of this course was clearly to ensure these concepts were understandable and notable in each and every lecture.

To begin, the first lecture emphasized an overarching theme of the semester, evolution, and how it directly correlates with the enhancement of global marketing and economies. Evolution is known as the process of change over time. Most people only consider evolution in a biological context and do not apply its purpose in the complexity of global development. Evolutionary thinking underscores the fundamental principle that one event or phenomenon leads to another. The fundamental principle of simplicity is central to evolutionary thought, demonstrating that intricate phenomena can arise from uncomplicated systems. Everyday instances, like sorting shirt sizes or the evolution of languages, showcase the efficacy of simplicity in summarizing intricate subjects. Given the overwhelming complexity of the world,

embracing this concept becomes crucial for comprehending intricate phenomena. This strategy allows us to streamline the vastness of the world, exemplified by the diversity within countries like India, challenging oversimplified stereotypes and emphasizing the wealth of human culture. Throughout this lecture some more vital concepts have been adaptability, multilevel selection, and the paradox of diversity. Adaptability, which is outlined into two classifications: reactive adjustments (instinctive reactions) and proactive adjustments (conscious choices) underscores the importance of flexibility for survival, especially in dynamic surroundings, and highlights its potential influence on social behavior, including collaborative efforts and self-centered tendencies. Multilevel selection expresses the idea that natural selection operates not only at the individual level but also at various biological and social levels, such as groups or communities. The paradox of diversity states that diversity within groups can lead to innovation, but it can also pose challenges at organizational and societal levels when dealing with diverse groups. Although this may seem like an overload of information, these concepts were essential to understanding the operations of the world, economies, cultures, behaviors and so much more on an international level.

Next we focused on the Kenrick Pyramid which gave crucial insight into the realm of human motivation and basically why we do what we do. Contrary to Maslow's hierarchy of needs, the Kenrick Pyramid emphasizes the importance of parenting, mate retention, and mate acquisition, rather than simply self actualization. At the foundation of this framework lies primal needs, encompassing essential requirements for existence such as sustenance, shelter, and clothing. These foundational needs must be fulfilled before ascending the framework to address more intricate needs. As one progresses up the pyramid, they encounter self-protection, affiliation, status and esteem, mate acquisition, mate retention, and parenting needs. It

underscores the pivotal role of our surroundings in shaping preferences and actions, emphasizing that while universal needs unite humanity, distinct cultural and situational factors contribute to individual variations in motivations. Throughout the country profile projects this pyramid was so relevant because it portrayed the very reasoning behind why people succeed or fail by their own motivation and upbringing. For example, when I studied Somalia, Somali men often became pirates, although they had a corrupt and tumultuous lifestyle, they were motivated by the idea of making more money through ransoms than being fishermen. Although this is an example of a highly underdeveloped and corrupt country, countries with better parenting and monetary means would not have the same ideas for motivation. Ultimately, motivational factors and behaviors vary across cultures due to a myriad of circumstances which can be studied through the Kenrick Pyramid to apply reasoning to all these diverse human behaviors and outcomes in societies.

Additionally, we delved into the third level of the Kenrick Pyramid known as affiliation, to grasp the significance of groups and how these groups influence society and react to norms across cultures. Our worldview is significantly shaped by the groups we belong to and those we don't. Groups are the foundational elements of social life, influencing our identities and perspectives. Implicit cognition, involving unconscious mental processes and attitudes, subtly impacts our behavior and perception. An example we highlighted was how humor lands across groups. Cultural variations in humor, evident in places like China, reflect diverse group dynamics. Some cultures prioritize seriousness over humor, disapproval of certain themes. It is crucial to note that humor is not universally understood; what's amusing to one group may not be to another. Dolce and Gabbana can absolutely attest to the idea that not all groups will find the same ideas humorous as they launched a seemingly harmless advertisement in their perception that was actually quite racist to Chinese culture. They lost 98% of the Chinese market with one

singular video. In international marketing, success relies on grasping the norms, values, and beliefs of diverse cultures. Essentially, all aspects of life are interconnected through various networks, including our social groups. These networks link, bind, and shape us, contributing to the efficiency of our societies.

Status, defined as an individual's rank within a group, encompasses various definitions, emphasizing opinion leadership and influence over beliefs and purchasing decisions. In today's society, status hierarchies, divided into dominance and prestige, impact social standing and resource access. Social hierarchies are governed by norms based on individual rank and are present in both human and animal societies. The idea and importance of status varies from nation to nation, as some nations tend to be more materialistic while others maintain wealth in private manners. Often in France it is frowned upon and gaudy to dress head to toe in designer clothes, while the United States has a very materialistic view of status that correlates directly with money and luxury. The American society is raised to believe money is power and the only way to appear high status is by showing off overpriced luxury items. Meritocracy emphasizes merit over political connections or wealth. In my Spanish for business course we heavily focused on meritocracy comparing the renowned individuals in hispanic nations versus the famous people in the United States who claim fame solely because of image and money. Where social status takes precedence above all other aspects, corruption is bound to happen. Corruption is economic inefficiency prioritizing subgroup goals over the entire group. Corruption often emerges as the default condition, especially when human state-level networks initially adopt dominance hierarchies resembling feudal systems or slavery. Dominance hierarchies exploit current resources, while prestige hierarchies focus on future planning. High status correlates with fewer constraints, leaving low-status individuals with uncertainty, limited social support, and little

control over their situations. Consequently, some individuals resort to status striving to enhance their group's position. Like evolution, corruption is an encompassing idea that applies to every nation whether it is highly corrupt or in a state of complete stability. Although status is based on perception and cultural backgrounds, the overindulgence in this idea of status often leads to the corruption of groups and ultimately nations.

Furthermore, the Kenrick Pyramid's Level 5, "Mate Acquisition: Negotiation for Procreation," explores the complexities of human mating. Humans are inherently propelled by a profound and intricate impulse centered around the pursuit of a mate, which all ultimately relates back to evolution as humans have been trying to maximize reproductive success since the beginning of time. The concept of obligatory parental investment is central, emphasizing gender differences in offspring care. In both humans and animals the offspring require obligatory parental investment, although most animals have a much shorter period of nurturing as opposed to humans. I have always found this concept so intriguing that humans are the most developed beings on earth, yet we require the most parental investment in all of the animal kingdom. Women prioritize commitment and protection due to their higher investment, while men, with lower investment, often focus on physical attributes in short-term mating. Mating preferences reveal distinct strategies: men value physical attraction, while women prioritize kindness and stability. Evolutionary history influences reproductive strategies, connecting mate selection to resource acquisition and status striving. Beauty standards and female mating strategies involve various factors, and emotional infidelity triggers jealousy in relationships. The adaptability of female strategies based on sex ratios adds complexity. Human mate acquisition is shaped by evolutionary forces, parental investment, mate value, and societal influences, offering insights into the intricate dance of love and reproduction.

Moreover, the lecture on "Life History Strategies - Kenrick Pyramid Level Parenting" covered several key topics, including marketing to low-income populations, the impact of parenting on child development, critical periods in human development, and Life History Theory. This lecture was so important because we had to navigate through each of these concepts with every project to comprehend the actions that occurred in these nations, especially with a region of the world like East Africa. Understanding the financial decisions of individuals in poverty, who make up over four billion people globally living on less than two dollars a day, is crucial for international marketing. These groups of people represent the bottom of the pyramid which forms the base of the socioeconomic pyramid at a global glance. The challenge for the impoverished lies in their difficulty to save for the future, hindering their ability to break free from the cycle of poverty. As we have studied we can conclude that parenting has a direct correlation to people being unable to break the cycle of poverty. To fully discern the effects of parenting, we went through the life cycle from pregnancy through puberty. In the realm of reproductive biology, healthy mothers have evolved mechanisms to protect their unborn children during the metabolically demanding and lengthy human pregnancies. Maternal stress during pregnancy can have lasting effects on fetal development, impacting the child's future health and behavior. The adaptability of the female body underscores the importance of a nurturing prenatal environment for optimal development. We explored the critical periods in human development, focusing on how individuals adapt to their surroundings across various life stages. Additionally, the Life History Theory explained how individuals strategically allocate resources for optimal reproductive success in diverse environments. Modern parenting practices and technological distractions for children raise concerns about their cognitive development. Moreover, stress experienced by grandparents is recognized to have ripple effects on subsequent generations,

shaping life history traits and overall fitness. In family dynamics, the absence of fathers in girls' lives may influence sexually promiscuous behavior, revealing the intricate interplay between family structure and human behavior. Overall, this lecture provides a comprehensive understanding of the factors influencing human development, parenting, and marketing strategies for low-income populations, offering insights applicable across multiple disciplines.

Culture is an idea of such depth and complexity that it will never have the exact same meaning or attributes in different societies. Culture has a profound impact on perception, emphasizing its role as a lens shaping how we view the world. Every single day we practice our own cultures while also witnessing others', whether we realize it or not, there is culture in every element of our livelihoods. In class we discussed Modern art as a medium for initiating new ideas, emphasizing uniqueness and exploration. Art challenges established norms, reflecting societal progress and encapsulating innovation and creativity. I think modern art was a great way to introduce this topic because I could not think of a better catalyst for the evolution of cultures. The Bayesian Brain theory linked culture to the brain's generation of expectations. A good example of distinct cultures was when we explored the country profiles of both Japan and Colombia to compare two very different cultural backgrounds. The country profiles focused on Japan's pursuit of perfection rooted in cultural history and Colombia's complex relationship with historical and societal factors influencing perspectives on figures like Pablo Escobar, racism, and classism. These are just two contrasting cultures that we could compare, although we studied the cultures of every country profile this semester. These profiles addressed key concepts such as GDP per capita, corruption, ethnicity, race, social norms, and aspirational consumption, which we actively focused on throughout the course for each country profile we completed. After this

in depth conversation we were able to distinguish the intricate interplay between culture, perception, and economic and societal dynamics.

While on the topic of culture, American culture is such an enigma that we discussed because it has such a multitude of diversified backgrounds. As long as I can remember, I have been taught about the foundations of the United States and how it is so deeply rooted in religious practices and theories. Calvinism has a direct influence on American culture, which displayed the relationship between morality and wealth in the United States. A key takeaway I saw in this class highlights the unique perspective that associates financial success with divine favor, a notion contrary to global trends where wealthier nations tend to be less religious. Individualism is emphasized, underlining the belief in personal control and the key role of hard work in achieving success. Contrary to many cultures, American life has a large presence of violence, both in terms of high murder rates and substantial military spending, along with cultural isolation and the "Founder Effect" contributing to differences from countries of origin. Calvinism was rooted in Southeast England. The Puritans' departure from England led to the establishment of a New England reflecting robust Calvinist beliefs. The core tenets of Calvinism discuss predestination and the notion of repaying God through hard work, thereby emphasizing the impact of the Protestant work ethic on cooperation, trust, and community contribution. We highlighted the values encapsulated in the "Protestant Ethic," such as religious freedom, education, frugality, entrepreneurship, and social ethics. Looking at the history of the United States as a twenty-one year old in 2023 really is astonishing to see the progress of each decade and century from Calvinism to Kim Kardashian. Although religion is still very prevalent and important in American Culture, there are so many more factors that influence society today.



As a girl who really believes diamonds are forever, it would only be right to include my favorite lecture in this course summary. De Beers' ascendance as a dominant force in the diamond market marked a transformative shift in market dynamics, propelled by Harry Oppenheimer's leadership. The pivotal strategy was making diamonds culturally imperative in America, exemplified by the iconic slogan "A Diamond is Forever," significantly boosting the prevalence of diamond engagement rings and inflating prices. De Beers adopted a market-driving approach, creating a unique business system that established demand by identifying latent market needs. Influenced by Edward Bernays, they crafted a unified global strategy, shaping market preferences and norms by leveraging cultural and psychological symbiosis. They positioned the engagement ring as a symbol of success in life's competitive race. Tying back into the idea of social status and wealth, De Beers strategically linked diamonds to the American belief that wealth symbolizes moral virtue, emphasizing socio-economic achievement through goods and conspicuous consumption. Their global narrative involved minimal adaptation, flooding Hollywood with diamonds, and maintaining illusions of scarcity and stability to protect the perceived value of their product. With Marilyn Monroe as the face of this campaign in 1948, it attracted both men and women. Men viewed Marilyn Monroe as a sex symbol, while women realized they could be just like Marilyn with their very own diamonds. The tagline forever changed public attitudes about diamonds being reserved only for the rich. This ended up creating a diamond demand by convincing people that no marriage is complete without a diamond ring. The De Beers case exemplifies the art of market-driving and the well-developed strategies in shaping and sustaining market demand.

In Conclusion, this course has been an eye-opening journey that reshaped my understanding of the world, my own life, and the intricacies of international business. From

grappling with geographical ignorance on the very first day to delving into the evolutionary underpinnings of global development, the course transcended traditional lectures by weaving real-world examples into narrative storytelling. Exploring the Kenrick Pyramid illuminated human motivations for me, revealing how culture, parenting, and social dynamics profoundly shape individual behaviors. I gained insights into the complexities of mate acquisition, status, and corruption which offered me a nuanced perspective that applies across diverse cultures and nations. When we delved into Life History Strategies and the impact of critical periods in human development it enhanced my understanding of international marketing, particularly when addressing low-income populations. Culture emerged as a powerful force, shaping perceptions and influencing economic and societal dynamics, evident in the enlightening country profiles we created. The discussions on American culture, rooted in Calvinism and its unique relationship between morality and wealth, highlighted the distinctiveness of the U.S. context. Moreover, the captivating journey into the world of De Beers underscored the art of market-driving and the strategic intricacies involved in shaping and sustaining market demand. In essence, this course has equipped me with a comprehensive understanding of the multifaceted connections between culture, behavior, economics, and global marketing, offering valuable insights that extend beyond academic boundaries.