

Week 4 Assignment Scenarios

By Day 7, submit a 3- to 4-page analysis of one of the following scenarios. Be sure to include all of the information mentioned in the “Your Task” section of the scenario you select.

Scenario 1: A European Crisis for Coca Cola

The situation: Review the two articles for Scenario I in this week’s Learning Resources. Imagine that you are an intercultural communication consultant (ICC) entering the Coca Cola Headquarters in Atlanta one month after the first four Belgian children claim they are ill due to consuming Coke products. You are there for another job but are invited into the meeting that is analyzing the handling of this crisis.

To prepare for your Assignment, consider the following:

- Former Coke CEO Robert Goizueta states, “Business will be the institution of the future. It’s the only global institution” (Greising, 1998, p. 145). Is this accurate? What implications does this have for ICC?
- All businesses working across national borders deal with conflicts between corporate culture and the national cultures in which they operate. How would you recommend translating the corporate culture of Coca Cola to the national Belgian culture?
- Leaders are symbolic representatives. What recommendations would you have for the CEO, Doug Ivester?
- How does the fact that Coca Cola has more revenue per year than the gross domestic product (GDP) of two thirds of all the world’s countries play a role in how they operate in a crisis?
- What additional questions would you ask or what additional information would you need in order to give the most effective recommendations?

Your Task: Analyze the countries affected by this product issue. Consider how you would advise the leaders of Coca Cola on how they should have approached the situation from an intercultural communication perspective in order to have minimized the impact on sales and satisfied the needs of the countries affected. Provide recommendations of how Coca Cola could handle similar situations in the future more effectively. Cite at least two of the theories/tools from your Learning Resources to support your recommendations.

Reference: Greisling, D. (1998). *I’d like the world to buy a Coke: The life and leadership of Roberto Goizueta*. New York, NY: John Wiley and Sons, Inc.

Scenario 2: Do We Really Know What We Think We Know?: Sub-Saharan Africa and Infant Mortality Rates

The situation: View the video for Scenario 2 in your Learning Resources. Imagine that you are a consultant for a country in sub-Saharan Africa in which you do not reside. The issue you have been asked to address is how to reduce the infant mortality rate by creating partnerships and coalitions between your government and private, for-profit companies within your country and the sub-Saharan nation.

To prepare for your Assignment, consider the following:

- How much do preconceptions about a population play a role in how we approach intercultural communication for people in another country?
- What are the implications of the statistics on birth rates and life expectancy for intercultural communication approaches in health care?
- What additional questions would you ask or what additional information would you need?

Your Task: Analyze the situation and present an approach, with rationale, for effective communication between the sub-Saharan government and your native country and their businesses. Highlight information that would be useful to make these communications most effective and satisfying for both parties. Cite at least two of the theories/tools from your resources to support your recommendations.

Scenario 3: Intercultural Communication and Online Delivery of Courses

The situation: Review the article in your Learning Resources for Scenario III. Imagine that you are a consultant to a local university that seeks to create a series of joint, synchronous online classes with a Chinese university. The model for dual teaching and interaction from your country's professor and the Chinese professor is found within the article.

To prepare for your Assignment, consider the following:

- How do you maximize the expertise of both professors for the benefit of the students?
- If you analyze both cultures involved, what would be the three major points of contention and misunderstanding between the cultures?
- How would you recommend turn taking in conversations and debates in the class?
- The goal is to introduce one subject area at a time. What would be the first three subject areas you would recommend and why? Make sure you take into account interests and needs of both countries.

- What additional questions would you ask or what additional information would you need?

Your Task: Present a report with an approach and rationale for development of the joint, synchronous classes. Define significant factors and possible intercultural communication barriers involved in creating the classes. Propose an instructional approach to promote effective intercultural communication in the classroom. Cite at least two of the theories/tools from your resources to support your recommendations.