

Topic: “Marketing in Emerging Markets: Culture, Consumers, and Creative Strategies”

Program Overview

This week-long experiential program explores how culture shapes marketing strategies and consumer behavior in emerging markets, using Egypt and the MENA region as a living case study. Participants will examine how local values, traditions, and social dynamics influence brand positioning, communication, and innovation in fast-growing economies.

Through interactive sessions, company visits, and cultural experiences, participants will gain hands-on insights into how global brands and local players navigate the opportunities and challenges of marketing in culturally diverse environments.

The program combines academic sessions, field visits, and immersive cultural learning to connect theory with practice.

Learning Objectives

By the end of the week, participants will be able to:

- Understand how cultural values and social structures influence consumer behavior in emerging markets.
- Analyze marketing strategies of local and international brands operating in Egypt and the wider MENA region.
- Design culturally sensitive marketing approaches that resonate with diverse consumer segments.
- Experience firsthand the intersection of culture, identity, and business strategy through company engagement and local immersion.

Program Format

Day 1, March 9 – Understanding Emerging Markets

Welcome, orientation, and overview of Egypt’s business and consumer landscape.

Day 2, March 10 – Culture and Consumers

Sessions on cultural influences and consumer insights; visit to FMCG brand adapting global strategies locally.

Day 3, March 11 – Branding and Creativity

Discussions on brand storytelling and advertising in emerging markets; visit to a creative or digital agency.

Day 4, March 12 – Experiential Learning Project

Live group challenge with a local company; mentoring sessions. Team presentations, feedback from company judges, and certificate ceremony.

Day 5, March 13 – Cultural Excursions

Full-day guided excursions exploring Egypt's heritage, traditions, and lifestyle, linking culture, consumer experience, and national identity through visits to historical and modern landmarks.

Experiential Elements

- Live Consulting Challenge: Students work on a real marketing brief from an Egyptian company/startup.
- Company Visits: Direct interaction with executives to understand marketing operations in the local context.
- Cultural Immersion: Site visits, cultural activities, and informal networking to link cultural context with business practice.
- Creative Workshop: Hands-on design of culturally adapted marketing campaigns.

Deliverables

- A final presentation addressing a real marketing challenge from an Egyptian company.
- Reflective insights connecting culture and marketing strategy.
- Networking opportunities with business leaders and peers from diverse GNAM schools.