

**Topic: “Marketing in Emerging Markets: Culture, Consumers, and Creative Strategies”
October 19-23, 2026**

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, October 19 – Understanding Emerging Markets

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

Day 2, October 20 – Culture and Consumers

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

Day 3, October 21 – Branding and Creativity

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

Day 4, October 22 – Experiential Learning Project

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

Day 5, October 23 – 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

- Team Challenge: Students work on a challenge to apply glocalization principles by taking an Egyptian product and designing a culturally adapted market entry strategy for their home country.
- 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.

Tentative Schedule:

Day 1: Theme: Understanding Emerging Markets

Session 1: Welcome & Program Orientation (9:30-11:00am)

- Program overview and expectations
- Introduction to Egypt & MENA as emerging markets
- Icebreaker: “What surprises you about emerging markets?”

Session 2: Economic & Business Landscape of Egypt (11:15am -12:45 pm)

Topics:

- Structure of emerging economies
- Key growth sectors in Egypt
- Opportunities vs. structural constraints
- Role of demographics

Session 3: Consumer Behavior in Emerging Markets-(2:00-3:30 pm)

Topics:

- Income tiers and consumption patterns
- Informality and trust dynamics
- Price sensitivity vs. brand aspiration
- Urban vs. rural consumers

Interactive: mini consumer persona exercise

Session 4: Challenge brief

Day 2: Theme: Culture & Consumer Insights

Session 1: Marketing Strategy in Emerging Markets: The role of culture- (9:30-11:00am)

Topics:

- High-context vs. low-context cultures
- Role of religion, family, and community
- Cultural taboos and sensitivities

- Localization vs. standardization

Session 2: Market Research in Emerging Markets-(11:15 am-12:45pm)

Topics:

- Challenges of data reliability
- Qualitative vs. ethnographic methods
- Social listening in MENA
- Working with limited data

Session 3: Digital Consumers in Egypt & MENA- (1:30-3:00 pm)

Topics:

- Social media behavior
- Influencer economy
- E-commerce growth

Session 4: Case Discussion: Global Brand Local Adaptation -3:00-4:30 pm)

Suggested cases:

- FMCG localization
- Telecom campaigns
- Fast food adaptation

Day 3:Theme: Branding, Creativity & Go-to-Market

Session 1: Go-to-Market & Distribution Challenges (9:30-11:00 am)

Topics:

- Traditional trade dominance
- Modern retail growth
- Last-mile complexity
- Informal channels

Session 2: Brand Building in Emerging Markets- (11:15am-12:45 pm)

Topics:

- Trust building in low-trust environments
- Brand equity vs. price competition
- Local champions vs. multinationals

Session 3 : Creative Strategy & Storytelling- 2:00-4:00pm

Topics:

- Emotion in MENA advertising
- Ramadan marketing phenomenon
- Humor and cultural codes
- Arabic vs. English messaging

Activity: Ad deconstruction exercise

Day 4: Team work and challenge Presentation

Day 5: Cultural Excursions and networking event

Challenge Overview: Glocalization Strategy: From Egypt to Your Market

In today's interconnected economy, successful companies must balance global scalability with deep local relevance. This challenge invites MBA participants to apply glocalization principles by taking an Egyptian product and designing a culturally adapted market entry strategy for their home country.

Teams will analyze cultural, consumer, and market differences and propose how the product's marketing mix (4Ps) should be adapted to ensure success in the target market.

The Challenge Statement

Pick a product from Egypt and design a strategy to launch it in your country.

Your strategy must clearly identify the cultural considerations and required adaptations across the marketing mix to ensure local market fit while preserving the brand's core identity.

Learning Objectives

By completing this challenge, participants will be able to:

- Apply glocalization concepts in real market scenarios
- Analyze cross-cultural consumer behavior differences
- Adapt the marketing mix for international expansion
- Balance global brand consistency with local relevance
- Develop an actionable market entry strategy

Team Task

Each team is required to:

1. Select an Egyptian product (FMCG, fintech, fashion, food, etc.)
2. Define a target country (your home market or assigned market)
3. Analyze key cultural and market differences
4. Propose a localized go-to-market strategy
5. Present a clear implementation roadmap

Required Analysis Framework

Step 1: Product & Brand Understanding

- What is the product and brand positioning in Egypt?
- What consumer need does it currently satisfy?
- What is the brand's core value proposition?

Output: Short product profile

Step 2: Target Market Snapshot

- Size and attractiveness of the target market
- Key consumer segments
- Competitive landscape
- Market entry barriers

Output: Market opportunity summary

Step 3: Cultural Gap Analysis

Teams must identify cultural differences between Egypt and the target market, such as:

- Consumer values and lifestyles

- Purchasing behavior
- Price sensitivity
- Trust and brand perceptions
- Communication styles
- Religious or social sensitivities
- Usage occasions and habits

Output: Cultural risk & opportunity map

Step 4: Glocalized Marketing Mix

Teams must recommend what stays global vs. what must be localized.

Product

- Any product modifications needed?
- Packaging adaptation?
- Features or formulation changes?
- Naming or language considerations?

Price

- Pricing strategy vs. purchasing power
- Premium vs. mass positioning
- Currency and affordability considerations

Place (Distribution)

- Recommended channels (modern trade, e-commerce, traditional retail, etc.)
- Last-mile challenges
- Partnerships needed

Promotion

- Key consumer insight
- Messaging adaptation
- Cultural tone and creative direction
- Influencer or media strategy
- Launch campaign concept

Output: Clear glocalization matrix

Step 5: Implementation Roadmap

Teams should outline:

- Phased market entry plan
- Key risks and mitigation
- Success KPIs
- First 12-month priorities

Output: Practical execution plan

6. Final Deliverable

Presentation Format

- 10-minute team presentation
- 5-minute Q&A
- Maximum 12 slides recommended

7. Evaluation Criteria

Teams will be evaluated based on:

- Depth of cultural insight — 25%
- Strategic clarity — 20%
- Quality of glocalization decisions — 25%
- Creativity of marketing approach — 15%
- Feasibility and execution — 15%