



## Certificate of Achievement

# Efe Yağdır

has completed the following course:

**INTRODUCTION TO INTERCULTURAL STUDIES: THE BRANDING OF CULTURE**  
**UNIVERSITY OF LEEDS**

This course has explored how ideas of culture are used in advertising to brand and sell globalised products, and sometimes to market nations or regions.

2 weeks, 5 hours per week



**Dr Haynes Collins**  
Lecturer in Intercultural Studies  
University of Leeds



**UNIVERSITY OF LEEDS**

In association with



The person named on this certificate has completed the activities in the attached transcript. For more information about Certificates of Achievement and the effort required to become eligible, visit [futurelearn.com/proof-of-learning/certificate-of-achievement](https://futurelearn.com/proof-of-learning/certificate-of-achievement).

This certificate represents proof of learning. It is not a formal qualification, degree, or part of a degree.



## Efe Yağdır

has completed the following course:

### INTRODUCTION TO INTERCULTURAL STUDIES: THE BRANDING OF CULTURE UNIVERSITY OF LEEDS

100%  
OVERALL  
SCORE

This course has explored how ideas of culture are used in advertising to brand and sell globalised products, and sometimes to market nations or regions.

#### STUDY REQUIREMENT

2 weeks, 5 hours per week

#### LEARNING OUTCOMES

- Explore how national and regional identities are exploited to market goods and services
- Investigate the effects of using national identity to market products
- Compare the ways in which globally available products are localised for different markets
- Evaluate how soft power is derived from the spreading of cultural products and practices
- Assess the extent to which globalisation facilitates cultural imperialism
- Discuss the reasons for adapting products for local cultures

#### SYLLABUS

- Branding and identity – how companies might adapt products in order to successfully introduce them into new markets
- Nation branding - how countries attempt to portray and market themselves
- The movement of products - how globalised products are received in different contexts
- Localising products - the reasons why companies adapt products for audiences in different local environments
- Soft power - how countries promote what they perceive to be their own cultural values to other nations

- Cultural imperialism – the extent to which global marketing and the selling of products can be seen as an attempt to impose the values of the producing nation