
MARKETING IN A GLOBAL ENVIRONMENT in Fall 2018 (BA2040C)

Course Code	BA2040C	Professor(s)	Stephane Malo
Prerequisites	None	Office Number	New Grenelle office
Class Schedule	TF: 15:20-16:40 in PL-3	Office Hours	Thursday 14:00, or by appointment
Credits	4	Email	smalo@aup.edu
Semester	Fall 2018	Office Tel. Ext.	

Course Description

This course introduces basic marketing concepts and their use in contemporary management. We will consider how individuals and firms process information to make decisions, and how firms determine and meet customer demand, needs and desires. Through lectures, discussions, group case studies, and written analyses the course examines the marketing function from a *critical*, *strategic* and *functional* point of view. Core issues that are covered include the marketing mix, market segmentation, positioning strategies, branding techniques, and international marketing strategies.

Students will also be given extensive exposure to the core issues marketing professionals face when moving into international markets. The key areas of culture, economic forces, political and legal issues, infrastructure, and language will be considered. Case studies and readings will explore marketing challenges that are present in various global regions (North America, South America, Western Europe, Eastern Europe, South Asia, East Asia, Southeast Asia, Middle East, Africa and the South Pacific).

A key component of the course is to develop a thoughtful and critical understanding of mainstream marketing concepts and practices and for students to gain the ability to relate marketing to other aspects of business administration and communications, as well as to their own decisions as consumers.

Course Learning Outcomes

Understand the fundamental principles of marketing programs (the marketing mix and others) and practice applying them in an international context.

Identify marketing terms and use them in a professional context.

Develop sensitivity to cultural issues with a focus on problem solving and improving communication skills.

Work in multi-cultural teams towards a common goal.

Demonstrate the ability to research, produce, and execute a professional presentation on a specific marketing topic

General Education

The general education program at AUP consists of four requirements: Speaking the World, Modeling the World, Mapping the World, and Comparing Worlds Past and Present.

This course can be used to fulfill the _____ requirement and as such has the following learning outcomes:

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Course Outline

	Topics	Reading	Assignments / Cases / Notes
Week 1			
11/09/2018	Course Overview		Please purchase course textbook
14/09/2018	Essentials of International Marketing	BAACK CH 1	
Week 2			
18/09/2018	Groups Assigned	BAACK CH 2	Please check Blackboard
	Country Selection and Entry Strategies		ASSIGNMENT 1: Short essay **D
21/09/2018	Markets and Segmentation in an Intl' Context	BAACK CH 3-4	
Week 3			
25/09/2018	Markets and Segmentation in an Intl' Context	BAACK CH 4-5	
28/09/2018	International Positioning	BAACK CH 5	Case 5. TOTO: Positioning Plum (Group 1) (5 Points)
Week 4			
2/10/2018	MIDTERM I (10 Points)	EXAM	CH. 1-6: Multiple Choice & Short notes allowed) (10 Points)
		Video 1	ASSIGNMENT 1 Short essay **D

5/10/2018	Market Research in the International Environment	BAACK CH 6	ASSIGNMENT 2: Short essay ** Case 6. The Mobile You Breathe
Week 5			
9/10/2018	International Product and Brand Marketing	BAACK CH 7	Case 7. Interface: Sustainable M Points)
12/10/2018	International Product and Brand Marketing	BAACK CH 7	
Week 6			
16/10/2018	International Product Standardization	BAACK CH 8	Case 8. AB InBev: Adapting Bee Points)
19/10/2018	International Pricing	BAACK CH 9	Case 9. LaPoste: Pricing Bankin Points)
Week 7			
23/10/2018	International Marketing Channel Management	BAACK CH 11	Case 10. Microfinance and Botto Consumers (Group 1)
26/10/2018	International Marketing Channel Management (cont')	BAACK CH 11	Case 11. JDA Software Services ASSIGNMENT 2 ** DUE today (1
Week 8			
30/10/2018	MIDTERM II (10 Points)	EXAM	Multiple Choice & Case Analysis allowed) (10 Points)
2/11/2018	(Wednesday to Sunday) Fall Break (no classes)		
Week 9			
6/11/2018	International Distribution: Exporting and Retailing	BAACK CH 12	Case 12. JDA Software Services
9/11/2018	Globally Integrated Marketing Communications (cont')	BAACK CH 13	Case 13. Mobile Phone Marketin
Week 11			
13/11/2018	Globally Integrated Marketing	BAACK CH 13	

16/11/2018	Communications International Sales Promotions and Public Relations	BAACK CH 14	Case 14. Nestlé, S.A (Group 5) (
Week 12			
20/11/2018	MIDTERM III (10 Points)	EXAM	Multiple Choice (One A4 sheet o
23/11/2018	International Sales Promotions and Public Relations	BAACK CH 14	
Week 13			
27/11/2018	Personal Selling and Sales Management	BAACK CH 15	
30/11/2018	Int' Marketing Planning, Organization, and Control	BAACK CH 16	
Week 14			
4/12/2018	Final Presentation – Marketing Mix Contest (15 Points)		
7/12/2018	Final Presentation – Marketing Mix Contest (15 Points)		
Week 15			
11/12/2018	Final Course Review BAACK 1-16		
14/12/2018	You will regret missing this course meeting. Reading day (no class)		
Week 16			
	FINAL EXAM (20 Points)		
	Dec 18 2018 3:30PM		

Textbooks

Title	Author	Publisher	ISBN	Required
International Marketing	Daniel W. Baack Eric G. Harris Donald Baack	Sage	9781506389226	Yes

Attendance Policy

Students studying at The American University of Paris are expected to attend ALL scheduled classes, and in case of absence, should contact their professors to explain the situation. It is the student's responsibility to be aware of any specific attendance policy that a faculty member might have set in the course syllabus. The French Department, for example, has its own attendance policy, and students are responsible for compliance. Academic Affairs will excuse an absence for students' participation in study trips related to their courses.

Attendance at all exams is mandatory.

IN ALL CASES OF MISSED COURSE MEETINGS, THE RESPONSIBILITY FOR COMMUNICATION WITH THE PROFESSOR, AND FOR ARRANGING TO MAKE UP MISSED WORK, RESTS SOLELY WITH THE STUDENT.

Whether an absence is excused or not is ALWAYS up to the discretion of the professor or the department. Unexcused absences can result in a low or failing participation grade. In the case of excessive absences, it is up to the professor or the department to decide if the student will receive an "F" for the course. An instructor may recommend that a student withdraw, if absences have made it impossible to continue in the course at a satisfactory level.

Students must be mindful of this policy when making their travel arrangements, and especially during the Drop/Add and Exam Periods.

Grading Policy

1. Class Participation & Group Work	10%
2. Presentations (2)	10%
3. Individual Assignments & Essays (2)	15%
4. Midterm Exams (3)	30%
5. Final Presentation – Marketing Mix Contest	15%
6. Final Exam	20%

Other
