
MARKETING IN A GLOBAL ENVIRONMENT in Fall 2019 (BA2040C)

Course Code	BA2040C	Professor(s)	Stephane Malo
Prerequisites	None	Office Number	New Grenelle office
Class Schedule	TF: 15:20-16:40 in Q-509	Office Hours	Tuesday/Friday 2:00 – 3:00 PM
Credits	4	Email	smalo@aup.edu
Semester	Fall 2019	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			
03/09/2019	Course Overview		
06/09/2019	Essentials of International Marketing	Chapter 1	
Week 2			
10/09/2019	Culture in International Marketing	Chapter 2	
13/09/2019	Culture in International Marketing	Chapter 2	
Week 3			
17/09/2019	Country Selection & Entry Strategies	Chapter 4	
20/09/2019	International Marketing Planning, Organization, and Control	Chapter 5	
Week 4			
24/09/2019	Markets & Segmentation in an International	Chapter 6	

	Context		
27/09/2019	International Positioning	Chapter 7	
Week 5			
01/10/2019	International Positioning	Chapter 7	Quiz 1
04/10/2019	Market Research in the International Environment	Chapter 8	
Week 6			
08/10/2019	International Product and Brand Marketing	Chapter 9	
11/10/2019	MIDTERM EXAM		
Week 7			
15/10/2019	International Product and Brand Marketing	Chapter 9	
18/10/2019	International Product Standardization and Adaptation	Chapter 10	
Week 8	•		
22/10/2019	International Product Standardization and Adaptation (bis)	Chapter 10	
25/10/2019	International Pricing	Chapter 11	
Week 9			
29/10/2019	International Marketing Channel Management.	Chapter 13	Quiz 2
01/11/2019	Fall Break (30 October - 3 November (Wednesday to Sunday))		
Week 10			
05/11/2019	International Marketing Channel Management.	Chapter 13	
08/11/2019	International Distribution - Exporting and Retailing	Chapter 14	
Week 11			
12/11/2019	Armistice Break (no classes)		
15/11/2019	International Distribution - Exporting and Retailing	Chapter 14	
Week 12			

19/11/2019	Globally Integrated Marketing Communications	Chapter 15	
22/11/2019	International Sales Promotions and Public Relations	Chapter 16	
Week 13			
26/11/2019	International Sales Promotions and Public Relations (bis)	Chapter 16	Quiz 3
29/11/2019	Marketing Mix Challenge		
Week 14			
03/12/2019	Marketing Mix Challenge		
06/12/2019	Final Course Review <i>You will regret missing this course meeting</i>		
Week 15			
10/12/2019	Reading day		
13/12/2019	Final Exam: 3:30PM		

Textbooks

Title	Author	Publisher	ISBN	Required
International Marketing	Daniel W. Baack Barbara Czarnecka 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	10%
2. Individual Assignments & Essays (2)	15%
3. Midterm Exam 15%+ 3 quizzes (5 % each)	30%
4. Final Presentation – Marketing Mix Contest	15%
5. Final Exam	30%

Other
