
MARKETING IN A GLOBAL ENVIRONMENT in Fall 2020 (BA2040B)

Course Code	BA2040B	Professor(s)	Stephane Malo
Prerequisites	None	Office Number	New Grenelle office
Class Schedule	F: 10:50-12:25 in G-009 T: 16:20-17:55 in G-009	Office Hours	By appointment
Credits	4	Email	smalo@aup.edu
Semester	Fall 2020	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:

*

Course Outline

	Topics	Reading/Video	Assignments / Cases / Notes
Week 1			
Sept 25 F (10:50-12:25)	Course Overview & Chap 1 Essentials of International Marketing	Chapter 1	
Week 2			
Sept 29 T (16:20-17:55)	Culture in International Marketing	Chapter 2	
Oct 2 F (10:50-12:25)	Culture in International Marketing	Chapter 2	
Week 3			
Oct 6 T (16:20-17:55)	Country Selection & Entry Strategies	Chapter 4	

Oct 9 F (10:50-12:25) Week 4	Assignment 1 ? Watch- Documentary: “American Factory” (and prepare Group Presentation due Nov 10)		
Oct 13 T (16:20-17:55)	International Marketing Planning, Organization, and Control	Chapter 5	
Oct 16 F (10:50-12:25) Week 5	Markets & Segmentation in an International Context	Chapter 6	
Oct 20 T (16:20-17:55)	International Positioning	Chapter 7	Assignment 2 ? Create Two Different Positioning Maps (due Oct 27)
Oct 23 F (10:50-12:25) Week 6	Assignment 3 ? Watch- Documentary: The Foods That Make Billions - Breakfast cereals (and write short Essay due Nov 17)		
Oct 27 T (16:20-17:55)	Market Research in the International Environment	Chapter 8	Due today: Assignment 2– Two Different Positioning Maps!
Oct 30 F (10:50-12:25) Week 7	Assignment 4 ? Watch- Documentary: Jiro's Dream of Sushi (write short Essay due Nov 24)		
Nov 3 T (16:20-17:55)	International Product and Brand Marketing	Chapter 9	
Nov 6 F (10:50-12:25) Week 8	International Product Standardization and Adaptation	Chapter 10	
Nov 10	•		
	Assignment 1: PRESENTATION on Documentary “American Factory”		

T (16:20-17:55)			
Nov 13	11 -13 November (Wednesday - Friday) Fall break (no classes)		
F (10:50-12:25)			
Week 9			
Nov 17	International Pricing	Chapter 11	Due today: Assignment 3– Individual Essay - The Foods That Make Billions - Breakfast cereals
T (16:20-17:55)			
Nov 20	International Marketing Channel Management.	Chapter 13	
F (10:50-12:25)			
Week 10			
Nov 24	International Distribution - Exporting and Retailing	Chapter 14	Due today: Assignment 4 - Individual Essay - Jiro's Dream of Sushi
T (16:20-17:55)			
Nov 27	Assignment 5 ?Watch Documentary: “Marketing to Doctors” (and write short Essay due Dec 4)		
F (10:50-12:25)			
Week 11			
Dec 1	Globally Integrated Marketing Communications	Chapter 15	
T (16:20-17:55)			
Dec 4	Assignment 6 ?Watch Documentary: “The Grameen Danone Project” (and write Essay due Dec 15)		Due today: Assignment 5: Individual Essay – Marketing to Doctors
F (10:50-12:25)			
Week 12			
Dec 8	International Sales Promotions and Public Relations	Chapter 16	
T (16:20-17:55)			
Dec 11	RECAP		
F (10:50-12:25)			
Week 13			
Dec 15	Due today: Assignment 6– Individual Essay –		

Textbooks

Title	Author	Publisher	ISBN	Required
International Marketing	Daniel W. Baack Eric G. Harris Donald Baack	SAGE - Not Available at the Bookstore	SBN: 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. Group Assignment –	
Assignment 1: Presentation: American Factory (Nov 10)	
1. Individual Assignments	
Assignment 2: Mapping: Create Two Different Positioning Maps (Due Oct 30)	
Assignment 3: Video/ Essay - The Foods That Make Billions - Breakfast cereals (Due Nov 17)	
Assignment 4: Video/ Essay– Jiro’s Dream of Sushi (due Nov 24)	
Assignment 5: Video/ Essay: Marketing to Doctors (due Dec 4)	
Assignment 6: Video/ Essay – The Grameen Danone Food Project (Due Dec 15)	

Other

SPECIAL NOTES

It’s important to note that based on the unpredictability of the COVID-19 virus, things can change at any patient and understanding as we move through the semester. I also ask that you keep me informed of co have about class, completing course work/assignments timely and/or health concerns related to COVID.

AUP’s motto: safety first (Cool, because it is also mine!).