
MARKETING IN A GLOBAL ENVIRONMENT in Spring 2019 (BA2040C)

Course Code	BA2040C	Professor(s)	Rene Ryman
Prerequisites	None	Office Number	GRENELLE G-2A03
Class Schedule	R: 09:00-11:55 in PL-1	Office Hours	Walk in or by email appointment ONLY
Credits	4	Email	rryman@aup.edu
Semester	Spring 2019	Office Tel. Ext.	833

Course Description

This introductory marketing course develops students' understanding of the principles of marketing and their use in international business. Students learn how to collect and analyze data sets to make marketing decisions with the goal of understanding customers wants, demands, and needs; they learn marketing from a strategic and functional point of view. With a focus on problem solving, students work in multicultural teams cultivating a greater sensitivity to cultural issues while improving communication skills. Students will consider marketing in the French, US, and international marketplace.

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

Course Outline

Topic Schedule

Week 1 - Chapter 1 (introductions, course overview, forming of teams)

Week 2 - (Jan 27 – Feb 3)– Chapter 2

Lecture.

Article presentations & strategy evaluations.

Quiz: Due online Monday Feb 4 – noon.

Week 3 – (Feb 4 – Feb 10) Chapter 3

Lecture.

Article presentations & strategy evaluations.

Quiz: Due online Monday Feb 11 – noon.

Week 4 – (Feb 11 – Feb 17) Chapter 4

Lecture.

Article presentations & strategy evaluations.

Quiz: Due online Monday Feb 18 – noon.

Week 5 – (Feb 18 – Feb 24) Chapter 5

Lecture.

Article presentations & strategy evaluations.

Quiz: Due online Monday Feb 25 – noon.

Week 6 – (Feb 25 – March 3) Chapters 6 & 7

Lecture.

Article presentations & strategy evaluations.

Quiz: Due online Monday March 18 – noon.

SPRING BREAK – MARCH 4 THROUGH MARCH 1

Week 7 – (March 18 – March 24) Chapters 8 & 9

MID TERM EXAM MARCH 19TH – IN CLASS. ALL CHAPTERS THROUGH WEEK 6.

Lecture & SWOT analysis

Quiz: Due online Monday Feb 25 – noon.

Week 8 – (March 25 – March 31) Chapters 10 & 11

Lecture.

Article presentations & strategy evaluations.

Quiz: Due online Monday April 1 – noon.

Week 9 – (April 1 - April 7) Chapters 12 & 13

Lecture.

Article presentations & strategy evaluations.

Quiz: Due online Monday April 8 – noon.

Week 10 – (April 8 – April 14) Chapters 14 & 15

Lecture.

Article presentations & strategy evaluations.

Quiz: Due online Monday April 15 – noon.

Week 11 – (April 15 – April 21) Chapters 16 & 17

Lecture.

Article presentations & strategy evaluations.

Quiz: Due online Monday April 22 – noon.

Week 12 – (April 22 – April 28) Chapters 18 & 19

Lecture.

Article presentations & strategy evaluations.

Quiz: Due online Monday April 29– noon.

Week 13 - (April 29 – May 5)

Team Presentations

Week 14 – (May 6 – May 8)

Team Presentations

Final Exam: May 16, 2019 – 8:30 a.m.

Textbooks

Title	Author	Publisher	ISBN	Required
International Marketing	Cateora, Phillip &Graham, John, & Gilly, Mary	McGraw-Hill	9780077842161	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

GRADING: **Weekly Assignment**– submitted on **Blackboard only** due the following Monday by noon after the week ends. (Week 2 through Week 12) 20 points per week x 11

weeks = 220 points for term. Late submission of assignments will not be accepted. No partial points are awarded. I do not accept emailed work. (220 points)

Weekly Quiz (online) due the following Monday after week ends by noon (Week 2 through Week 12) 20 points per week x 11 weeks = 220 points for term. 22% of grade. Make up quizzes will not available under any circumstances. You will have 30 minutes to complete the quiz online and do not wait until the last minute as if there are any tech issues you will want to allow for time to resolve them if necessary. I do not accept emailed work. (220 points)

Marketing - Boring Products. Teams (4 people) will present THREE presentations during the term on 'boring' products assigned by the professor. A summary of at least 500 words of the presentation will be required to be turned in on blackboard the day of your presentation. (75 points)

Final Project: Team Presentation & paper due Week 14. Students must present their final projects during Week 14 as scheduled. (125 points)

Individual Article Review & paper submission. Presented to class once in the term relating the current discussion. 2 presentations per student @ 50 points each. Students will be assigned alphabetically. A summary of at least 500 words must be turned in the same day as the presentation in blackboard. (100 points)

Team Peer Review Evaluations due Week 14. (60 points).

Mid Term In- Class Exam. All chapters through Week 6. (100 points)

Final Exam: Essay exam. (100 points)

Specifications for Team Project:

The team project for this semester will consist of teams of 3 – 4 students who shall research and select a product and revise its marketing plan to 1) reach a new demographic, 2) utilize social media, 3) identify a niche market within a demographic, 4) evaluate competition, 5) establish a method for measuring results of success (or lack thereof) and 5) develop and incremental step-by-step plan for product introduction.

Deliverable #1 – Selection of company by each team will be posted on Blackboard by February 9, 2018. First come first service on selected companies. Teams will provide an overview of their project to the class.

Deliverable #2 – SWOT analysis presented in Week 7.

Deliverable #3 Week 14 - 10 -12-minute presentation by the teams (everyone on the team participates for equal time) covering the assignment requirements.

Rules of the class:

1. If you miss class – you must get any missed video, or course material information from a fellow student – the professor will not provide any such material as students are expected to come to class.
2. If you are more than five minutes late for class you will not be allowed to take any scheduled quizzes or tests or participate in any group presentations. NO exceptions. Once attendance is finished – no additional changes will be made to that list.
3. It is up to the students to follow the directions for each and every assignment.
4. If you miss four classes your final grade will drop by 10%. After four classes, if you miss another class after missing four classes your grade will drop an **additional** 20%. If you miss another class after five classes your grade drop an **additional** another 30%.

Grading Scale

A 95.0 - 100 / A- 90.0 - 94.9

B+ 86.7 - 89.9 / B 83.3 - 86.6 / B- 80.0 - 83.2

C+ 75.0 - 79.9 / C 70.0 - 74.9

D 60.0 - 69.9

Other
