
MARKETING IN A GLOBAL ENVIRONMENT in Spring 2021 (BA2040B)

Course Code	BA2040B	Professor(s)	Stephane Malo
Prerequisites	None	Office Number	New Grenelle office
Class Schedule	F: 12:10-13:30 in C-102 F: 12:10-13:30 in RMOTE-00 T: 16:55-18:15 in C-102 T: 16:55-18:15 in RMOTE-00	Office Hours	By appointment
Credits	4	Email	smalo@aup.edu
Semester	Spring 2021	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/Video	Assignments / Cases / Notes	
Week 1				
January 19 T: 4:55 -6:15 PM	Course Overview & Chap 1 Essentials of International Marketing	Chapter 1		
22 January F: 12:10 - 1:30 PM	Culture in International Marketing	Chapter 2		
Week 2	January 24th – last day to drop/add courses online			
26 January T: 4:55 -6:15	Culture in International Marketing	Chapter 2		

PM				
29 January	Assignment 1 ? Watch- Documentary: “American Factory”			
F: 12:10 - 1:30 PM	(and answer questions - submit Feb 12)			
Week 3				
2 February	Country Selection & Entry Strategies	Chapter 4		
T: 4:55 -6:15 PM				
5 February	International Marketing Planning, Organization, and Control	Chapter 5		
F: 12:10 - 1:30 PM				
Week 4				
9 February	Mini BREAK 1			
T: 4:55 -6:15 PM				
12 February	Assignment 2 ? Watch- Documentary: The Foods That Make Billions - Breakfast cereals (and answer questions - submit Feb 19)		(Due Today Assignment 1)	
F: 12:10 - 1:30 PM				
Week 5				
16 February	Markets & Segmentation in an International Context	Chapter 6		
T: 4:55 -6:15 PM				
19 February	Assignment 3 ? Watch- Documentary: Miss Representation		(Due Today Assignment 2)	
F: 12:10 - 1:30 PM	(and answer questions - submit March 2)			
Week 6				
23 February	International Positioning	Chapter 7		
T: 4:55 -6:15 PM				
26 February	Mini BREAK 2 (no classes)			
Week 7	•			
2 March	Market Research in the International Environment	Chapter 8	(Due Today Assignment 3)	
T: 4:55 -6:15 PM				

5 March	Assignment 4 ? Create Two Different Positioning Maps			
F: 12:10 - 1:30 PM	(and answer questions - submit March 12)			
Week 8				
9 March	International Product and Brand Marketing	Chap 9		
T: 4:55 -6:15 PM				
12 March	Assignment 5 ? Watch- Documentary: Jiro's Dream of Sushi		(Due today: Assignment 4)	
F: 12:10 - 1:30 PM	(and answer questions - submit March 19)			
Week 9				
16 March	International Product and Brand Marketing	Chap 9		
T: 4:55 -6:15 PM				
19 March	International Product Standardization and Adaptation	Chap 10	(Due today: Assignment 5)	
F: 12:10 - 1:30 PM				
Week 10				
23 March	International Pricing	Chap 11		
T: 4:55 -6:15 PM				
26 March	Assignment 6 ?Watch The Price of Everything			
F: 12:10 - 1:30 PM	(and answer questions - submit March 30)			
Week 11				
30 March	International Marketing Channel Management.	Chap 13		
T: 4:55 -6:15 PM				
2 April	Assignment 7 ?Watch The Cola Road		(Due today: Assignment 6)	
F: 12:10 - 1:30 PM	(and answer questions - submit April 9)		April 2nd, last day to withdraw from a course	
Week 12				
6 April	Faculty retreat (no classes)			

9 April F: 12:10 - 1:30 PM	Assignment 8 ?Watch Documentary: Marketing to Doctors (and answer questions - submit April 13)		(Due today: Assignment 7)	
Week 13				
13 April T: 4:55 -6:15 PM	International Distribution - Exporting and Retailing	Chap 14		
16 April F: 12:10 - 1:30 PM	Assignment 9: Watch: Kinky boots (and answer questions - submit April 23))		(Due today: Assignment 8)	
Week 14				
20 April T: 4:55 -6:15 PM	Globally Integrated Marketing Communications	Chap 15		
23 April F: 12:10 - 1:30 PM	Assignment 10 Watch The Persuaders (and answer questions - submit April 30)		(Due today: Assignment 9)	
Week 15				
27 April T: 4:55 -6:15 PM	International Sales Promotions and Public Relations	Chap 16		
30 April F: 12:10 - 1:30 PM	Assignment 11–The Grameen Danone Project (and answer questions - submit May 7)		(Due today: Assignment 10)	
Week 20				
May 4	Reading day			
May 7	(Due today: Assignment 11)			

	Topics	Reading or Video	Assignments / Cases / Notes	
Week 1				
Sept 25 F: 16:20 PM -17:55 PM	• Course Overview & • Session 1: The Entrepreneurial Mindset (Part 1)	• Osterwalder & Pigneur (2010) Business Model Generation • Moore, C., et al. (2008) Chapter 1- The Entrepreneurial Life, in <i>Managing Small Business: An Entrepreneurial Emphasis</i>, 14e, pp. 1-29.		
Week 2				
Sept 29 T: 10:50 AM -12:25 PM	Session 1: The Entrepreneurial Mindset (Part 2)	• Moore, C., et al. (2008) Chapter 1- The Entrepreneurial Life, in <i>Managing Small Business: An Entrepreneurial Emphasis</i>, 14e, pp. 1-29.		
Oct 2 F: 16:20 PM -17:55 PM	Session 2: Opportunity Analysis (Part 1)	• Zacharakis, A. (2009) Opportunity Recognition, Shaping, and Reshaping in the Portable MBA in Entrepreneurship, pp.53-80.		
Week 3				
Oct 6 T: 10:50 AM	Assignment 1: Video Documentary: Steve Jobs - One Last Thing			

-12:25 PM				
Oct 9 F: 16:20 PM -17:55 PM	Session 2: Opportunity Analysis (Part 2)	Sarasvathy, S. D. (2001) What makes entrepreneurs entrepreneurial. <i>Harvard Business Review</i>, 21.	Due: Assignment 1	
Week 4				
Oct 13 T: 10:50 AM -12:25 PM	Assignment 2: Case study: Rover.com. Don't Chuckle This Is One Impressive Business Idea			
Oct 16 F: 16:20 PM -17:55 PM	Session 3: The Entrepreneur's Business Model – Business Model Canvas	Osterwalder & Pigneur (2010) Business Model Generation	Due: Assignment 2	
Week 5				
Oct 20 T: 10:50 AM -12:25 PM	Assignment 3: Finding a Business Idea Also watch: VIDEO: Entrepreneurship- Spotting Opportunities			
Oct 23 F: 16:20 PM -17:55 PM	Session 3: The Entrepreneur's Business Model - Value Proposition (part 1)	Hamermesh, H.G., Marshall, P.W. and Pirmohamed, T. (2002) Note on Business Model Analysis for the Entrepreneur, <i>Harvard Business School</i>, January 22, Reprint 9-802-048	Due: Assignment 3	
Week 6				
Oct 27 T: 10:50 AM -12:25 PM	Assignment 4 Video: The Start-up Kids			
Oct 30 F: 16:20 PM -17:55 PM	Session 4: The Entrepreneur's Business Model - Revenue Model	Kumar, V. (2014) Making “Freemium” Work: Many Start-Ups Fail to Recognize the Challenges of this Popular Business Model. <i>Harvard Business Review</i> , 92, 27-29.	Due: Assignment 4	
Week 7				
Nov 3	<u>Assignment 5: Case study: 99 Design</u>			

T: 10:50 AM -12:25 PM				
Nov 6 F: 16:20 PM -17:55 PM	Session 6: The Business Plan (Part 1)	• Spinelli, S. Adams, R. (2011) Chapter 8: The Business Plan, in New Venture Creation- Entrepreneurship for the 21st Century, pp. 245-276 • Sahlman, W. (1997) How to Write a Great Business Plan, Harvard Business Review, pp. 98-108.	Due: Assignment 5	
Week 8				
Nov 10 T: 10:50 AM -12:25 PM	Assignment 6: Video: Netflix vs the World (2020)			
Nov 13 F: 16:20 PM -17:55 PM	11 -13 November (Wednesday - Friday) Fall break (no classes)			
Week 9				
Nov 17 T: 10:50 AM -12:25 PM	Assignment 7: Video: Something Ventured		Due: Assignment 6	
Nov 20 F: 16:20 PM -17:55 PM	Session 7 Sources of Capital	Barringer & Ireland (2011) Chapter 10 - Getting financing or funding	Due: Assignment 7	
Week 10				
Nov 24 T: 10:50 AM -12:25 PM	Assignment 8: Identify a good (and bad) crowdfunding project			
Nov 27 F: 16:20 PM -17:55 PM	Session 8: Intellectual property Rights and the Entrepreneur (Part 1)	Barringer, B. and Ireland, D. (2011) Chapter 12 - The importance of Intellectual Property, pp. 393-429	Due: Assignment 8	

Week 11			
Dec 1 T: 10:50 AM -12:25 PM	Assignment 9: VIDEO: Flash of Genius		
Dec 4 F: 16:20 PM -17:55 PM	Session 8: Intellectual property Rights and the Entrepreneur (Part 2)	Barringer, B. and Ireland, D. (2011) Chapter 12 - The importance of Intellectual Property, pp. 393-429	Due: Assignment 9
Week 12			
Dec 8 T: 10:50 AM -12:25 PM	Work in class or online on the Business Model Challenge (I will be available for help)		
Dec 11 F: 16:20 PM -17:55 PM	Session 9: Creating and Capturing Value	Ceccagnoli, M., Rothaermel, F. (2008) Chapter 1- Appropriating the returns from innovation, in G. D. Libecap, M.C. Thursby (ed.) in <i>Technological Innovation: Generating Economic Results</i> , pp. 11 – 34	
Week 13			
Dec 15 T: 10:35 AM	Assignment 10: Business Model Challenge Final Presentation		Due: Bonus Case Study (Optional)

Textbooks

Title	Author	Publisher	ISBN	Required
INTERNATIONAL MARKETING	BAACK & CZARNECKA	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

<u>Individual Assignments</u>	
Assignment 1: Video/ Essay: American Factory (January 29, Due Feb 12)	
Assignment 2: Video/ Essay - The Foods That Make Billions - Breakfast cereals (Feb 12- Due Feb 19)	
Assignment 3: Video/ Essay – Miss Representation (Feb 19- Due March 2)	
Assignment 4: Mapping/Presentation: Create Two Different Positioning Maps (March 2)	
Assignment 5: Video/ Essay– Jiro's Dream of Sushi (March 12 Due March 19)	
Assignment 6: Video/ Essay: The Price of Everything (March 26 - Due April 2)	
Assignment 7: Video/ Essay: The Cola Road (April 2 - Due April 9)	
Assignment 8: Video/ Essay: Marketing to Doctors (April 9 - Due April 16)	
Assignment 9: Video/ Essay – Kinky Boots (April 16 - Due May 1)	
Assignment 10: Video/ Essay – The Persuaders (April 23 - Due May 5)	
Assignment 11: Video/ Essay – The Grameen Danone Food Project (Due May 5)	

Other

SPECIAL NOTES

It's important to note that based on the unpredictability of the COVID-19 virus, things can change at any time. Please be patient and understanding as we move through the semester. I also ask that you keep me informed of concerns you may 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!).