



CIEE Global Institute - Paris

Course name:	International Marketing
Course number:	(GI) MKTG 3001 PAFR
Programs offering course:	Open Campus
Open Campus track:	Business
Language of instruction:	English
U.S. semester credits:	3
Contact hours:	45
Term:	Fall 2019

Course Description

Students will gain an understanding of the issues and processes involved in developing an international marketing and branding strategy and plan, as well as the execution of marketing and PR operations on an international scale. Course content and practical assignments focus on real-world problems such as identifying and evaluating opportunities in international markets, developing and adapting marketing tactics in relation to multiple specific national market needs and constraints, and coordinating marketing and branding strategies in global markets. Guest lectures by local business professionals and company visits provide first-hand context and experience for the issues explored in the course.

Learning Objectives

By the end of the course, students will be able to:

- Demonstrate understanding through specific examples of intercultural sensitivity in international marketing
- Use case studies to evaluate and identify the elements that contribute to successful and unsuccessful international marketing plans
- Distinguish between the elements required for local versus international marketing (generally) and in the French / European international markets (specifically), as well as in Africa, the Middle East, and Asia
- Create a sample international marketing plan for a real or hypothetical business, outlining the entire strategic process.

Course Prerequisites

There are no prerequisites for this course.

As the course is designed around new and continuously evolving trends in both the international and digital realms, students with any level of marketing experience will gain vital marketing skills from this course. Students with no previous marketing exposure are strongly encouraged to use the recommended materials found at the end of the syllabus.

Methods of Instruction



This course will combine lectures, class debates, business site visits, conversations with guest speakers and creative activities and scenarios.

Assessment and Final Grade

Written Assignments (x2):	25%
Group Presentation:	20%
Final Exam:	20%
Course Participation:	20%
Canvas Discussion Posts (x4):	15%

Course Requirements

Written Assignments

Students will have to deliver two written assignments. Each assignment will consist of an analysis of a given topic through the lens of international marketing. The maximum length per assignment is 1,500 words. The first assignment will be delivered by the end of the 3rd week and the second one by the end of the 4th week. Students will receive topics and guidelines for each assignment during the first session.

Group Presentation

Social Media Consulting Project

For this project, you will work in teams of 4-5 students to provide social media consulting to an organization (business or non-profit of your choice). Your deliverable is a 15-minute maximum presentation. In this project you are asked to 1) diagnose social media problems and propose realistic solutions; and 2) use your HootSuite knowledge in a real world application. Guidelines and the overall assignment will be given out during the first session of the course.

Final Exam

Students will take a final exam at the end of the course. The exam (short-answer and essay questions) will cover all topics discussed and analyzed in class. You will receive a study guide for this at the end of Week 4.

Canvas Discussion Posts

In addition to in-class participation, there will be one weekly article posted in the "Discussions" section of the course on Canvas. The instructor will post an article relevant to that week's topics (highlighted below in the syllabus) on Monday morning by 8:00 AM starting on week 2 and ending on week 5 (4 posts in total). At a minimum, each participant will have to generate one original comment to contribute to the discussion. Students are welcome and encouraged to engage more in conversation. This will be expected by Thursday of each week before class starts, where we will wrap up the discussion at the beginning of class.



Course Participation

Participation is valued as meaningful contribution in the digital and tangible classroom, utilizing the resources and materials presented to students as part of the course. Meaningful contribution requires students to be prepared in advance of each class session and to have regular attendance. Students must clearly demonstrate they have engaged with the materials as directed, for example, through classroom discussions, online discussion boards, peer-to-peer feedback (after presentations), interaction with guest speakers, and attentiveness on co-curricular and outside-of-classroom activities.

It is expected that students attend and participate actively in class. Assigned texts and case studies should be carefully read before the sessions in order for the students to be able to contribute to a coherent and interesting discussion. I do not assign too many readings, but it is vital to read and understand the case studies for each class, as they will be discussed heavily and it will impact your class participation score if you are not prepared.

Participation in the course will be assessed and graded at the end of weeks 2, 3, 4, 5 and 6 so that students can track their progress.

It is strongly encouraged that you bring an electronic device to class with you each day for the purpose of note-taking (laptop, tablet device, etc). Please note that occasional pop quizzes are given: they will be sent electronically as class begins. They will count towards your participation grade.

Important: all course assignments must be turned in on time. Any late submissions, or assignments not delivered on the due date (such as presentations) will receive a grade of 0%.

Attendance and Punctuality

Regular class attendance is required throughout the program, and all unexcused absences* will result in a *lower participation grade* for any affected CIEE course. Due to the intensive schedules for Open Campus and Short Term programs, unexcused absences that constitute more than 10% of the total course will result in a written warning.

*Students who transfer from one CIEE class to another during the add/drop period will not be considered absent from the first session(s) of their new class, provided they were marked present for the first session(s) of their original class. Otherwise, the absence(s) from the original class carry over to the new class and count against the grade in that class.

For CIEE classes, *excessively tardy (over 15 minutes late) students will be marked absent.* Attendance policies *also apply to any required co-curricular class excursion or event*, as well as to Internship, Service Learning, or required field placement.*



*With the being marked exception that some class excursions cannot accommodate any tardiness, and students risk as absent if they fail to be present at the appointed time.

Students who miss class for personal travel, including unforeseen delays that arise as a result of personal travel, will be marked as absent and unexcused. *No make-up or re-sit opportunity will be provided.*

An absence in a CIEE course will only be considered excused if:

- a doctor's note is provided
- a CIEE staff member verifies that the student was too ill to attend class
- satisfactory evidence is provided of a family emergency

Unexcused absences will lead to the following penalties:

<i>Percentage of Total Course Hours Missed</i>	<i>Equivalent Number of Open Campus Semester classes</i>	<i>Minimum Penalty</i>
Up to 10%	1	—
10 – 20%	2	Reduction of final grade; written warning
More than 20%	3 content classes, or 4 language classes	Automatic course failure, and possible expulsion

Weekly Schedule

NOTE: this schedule is subject to change at the discretion of the instructor to take advantage of current experiential learning opportunities.

Week 1 Orientation Week

Session 1: The Core Concepts of Marketing Strategy

In this introduction session, we will discuss the overall themes of the course, including guidelines for assignments, and review the overall schedule. Then, we will look at the macro level of what is marketing, as well as what international marketing means in the 21st century.



Reading

Course Syllabus

Week 2 The Scope and Challenges of International Marketing

Session 1: The Marketing Mix & International Marketing Plan

This session will discuss the traditional marketing mix, which is fundamental to understand when creating any digital strategy. We will discuss the 7 P's of marketing, competitive and industry analysis, as well as how the product life cycle is impacted with the implication of digital going into play.

Readings

Part 3 and 4: Principles of Marketing (Textbook)
Amazon Go (Case Study)

Session 2: Creating Value--Why is data and market research so important?

There is no escaping the Big Data hype. Vendors are peddling Big Data solutions; consulting firms employ Big Data specialists; Big Data conferences are aplenty. There is a rush to extract golden nuggets (of insight) from mountains (of data). By focusing merely on the mountain (of Big Data), these adventurers are overlooking the source of the revolution--namely, the many digital data streams (DDSs) that create Big Data--and the opportunity to improve real-time decision making. In this session, we will discuss how to use data to make better buying decisions within a company in regards to your digital marketing strategy, as well as market research to make more effective marketing decisions.

Readings

Part 2.4- Principles of Marketing
Voss (Case Study)
Iphone in India (Case Study)

Session 3: Market Entry: Micro versus Macro Challenges

This session is devoted to the analysis of the macro and micro environment in which corporations need to compete once they have decided to go international. Specific focus will be given to start-ups, as well as small and medium sized enterprises.

Reading

N/A

Week 3 Building the Toolkit 1

Session 1: Cost per click campaigns--Innovating to gain the consumer



Search engines are shop windows, giving visibility to our products and promoting our company. Not to make good use of them is to miss an opportunity to build brand and sales. When a user conducts a search, the search engine displays the results it considers most relevant. In this session, we will focus on how to create and innovate cost per click campaigns using new and innovative ad formats on Google, Facebook, Twitter, and LinkedIn.

Reading

[Beginners guide to paid search](#)

Session 2: Analyzing the Market

As part of this session, we will use up-to-date business cases from different sectors and perform analyses on them, such as industry analysis, competitive analysis, and situational analysis which will aid students in their week 4 assignment and add to their marketing toolkit.

Reading

N/A

Session 2.1: Optional Site Visit: Paname Brewery

In this session, students will see a business model in practice through the well-known and trending American industry of craft beer. Located in the heart of Paris, PBC is one of the only breweries in Paris to brew their beer on site. Created by an Australian immigrant with an international staff, PBC mixes traditional methods of brewing with modern technology and market entries.

As part of this session, students will see other examples of the craft beer industry in practice, including internalization of the business model for immigrants, as well as staying ahead of industry trends in an evolving entrepreneur realm.

Guest Speaker: Baptiste Thiery, head brewer

Readings (Optional)

Bringing Yanjing Beer to Canada (Case Study)

Forked River Brewing Co.: Craft Beer Entrepreneurship in an Evolving Industry (Case Study)

Session 3: Social Media Marketing & Disruption

In the session, we will discuss the history and benefits of social media marketing and discusses the ways in which it differs from traditional marketing. Seven major social media platforms--Facebook, Instagram, Twitter, YouTube, Pinterest, Snapchat, and



WhatsApp--are covered in detail, and the authors outline the different techniques that companies can use with each one to uniquely engage with their customers.

Readings

Social media and human need satisfaction: Implications for social media marketing (Case Study)

Marketing Twitter (Case Study)

Rick & Morty (Case Study)

Assignment due: Written Assignment I

Week 4 Building the Toolkit 2

Session 1: Digital Product, Place and Price: Geolocation and Local Marketing

One of the most common goals of advertising investment in the media (static and digital) is to increase brand recognition. However, this investment may be less effective in turning a consumer's purchase intention into an actual transaction at the point of sale. It is precisely in this final stage of the purchase process where what we call "local digital marketing" plays a very important role. This session will focus on the 4 Digital P's, and how to convert prospective consumers via geolocation.

Readings

Geolocation and Local Digital Marketing (Case Study)

L'Oréal (Case Study)

Session 2: The Power of Consumer Stories in Marketing

New research finds that stories about consumers' positive experiences with a brand significantly increase user engagement with brand websites, and stories originating from consumers are especially powerful in shaping brand attitudes in social media. Indeed, companies that aren't offering experiences that leverage consumer input in brand-related narratives are missing out on important opportunities to connect in a meaningful way with potential buyers. This session will focus on how to leverage consumer stories for content mailings, as well as focus on nonprofits and marketing.

Guest Speaker: Nico Alary, [Holybelly](#)

Readings

The Power of Consumer Stories in Digital Marketing (Case Study)

Part 2.5- Principles of Marketing

Greyston Bakery (Case Study)

Keeping the Faith (Case Study)



Session 3: Co-Curricular activity--Site visit to [Accenture](#)

This session will aim to apply the scopes and challenges of implementing digital and international strategies into a company that resists change. We will be visiting a marketing and advertising consulting agency to discuss the implementation process within companies, as well as review real-life case studies across multiple industries.

Readings

Please review Accenture's website and social media platforms.

Assignment due: Written Assignment II

Week 5 Strategy Building & Implementation

Session 1: Designing a consumer-driven strategy--When to go global

The adage used to be that you could pick any two combinations of "cheap, good, or fast." But today's customer doesn't want to make tradeoffs. They want it cheap, good, and fast. As leaders, we are accustomed to thinking of business being about making tough decisions between competing objectives. But we need to think more like our customers. This session will focus on how to create and format an international strategy, taking into account our previously developed toolkit and the consumer.

Readings

Part 3.14 in Principles of Marketing
Uber Case studies (Case Study)
Himalaya Herbal Toothpaste (Case Study)

Session 2: Branding Implementation & Control

As more and more companies come to view the entire world as their market, brand builders look with envy upon those that appear to have created global brands—brands whose positioning, advertising strategy, personality, look, and feel are in most respects the same from one country to another. It's easy to understand why. Even though most global brands are not absolutely identical from one country to another—Visa changes its logo in some countries; Heineken means something different in the Netherlands than it does abroad—companies whose brands have become more global reap some clear benefits. In this session, we will look at what elements go into the branding process, as well have a creative breakout session and look at relevant case studies across different sectors.

Readings

Britney Spears (Case Study)
M&S Entering China (Case Study)



Session 3: Group Presentations

Week 6 Final review of marketing transitioning

Session 1: Privacy in the 21st century- “You did agree to the terms...”

With previous sessions focusing on the Web 2.0 and the evolution of managers, organization, and leaders in the digital world, we will focus on ethical issues in the digital sphere. Examples will heavily lay on the telecommunications sector. We will look at multinational corporations such as Apple, Amazon, and Google as examples for benchmarking. Additional companies will be discussed as well as a comparison of privacy issues impacting companies operating in the USA, EU, and the Middle East.

Reading

Digital Dilemma: Turning Data Security and Privacy Concerns Into Opportunities

Session 2: Current Trends in Marketing

This session will focus on discussing the future of digital and international marketing, taking into account AI, VR, and other digital trends developing in the rapidly growing field. Case studies and discussion will focus on current events related to the marketing sector.

Readings

Part 4.20-Principles of Marketing
Westjet Christmas Miracle (Case study)

Session 3: Final Exam

Course materials

The readings for the class are divided into several categories:

Core Textbook (Recommended reading)

Armstrong, G, Kotler, P. (2017). *Principles of Marketing (17th Edition)*, United Kingdom. Pearson Education Limited.

Textbooks (Additional recommended reading)

Bell, D. (2014). *Location is (Still) Everything: The Surprising Influence of the Real World on How We Search, Shop, and Sell in the Virtual One*. Boston, Massachusetts. New Harvest.

N/A. (2017). *A Beginner’s Textbook to Digital Marketing*. New York, New York. On Digital Marketing.

Case studies



All case studies will be added to each module. Please note that it is expected that students come prepared to discuss the case studies in class the day they are assigned for. Not participating or contributing in class will significantly impact each student's participation grade.

Online Resources

Podcasts (*Recommended for discussion posts on Canvas*)

Internet Marketing: <http://feeds.feedburner.com/AcademyIM>

Digital Marketing: <http://feeds.feedburner.com/targetinternet>

See also YouTube channel: <https://www.youtube.com/user/TargetInternet> Under the Influence (podcast about advertising)

Academic Integrity

CIEE subscribes to standard U.S. norms requiring that students exhibit the highest standards regarding academic honesty. Cheating and plagiarism in any course assignment or exam will not be tolerated and may result in a student failing the course or being expelled from the program. Standards of honesty and norms governing originality of work differ significantly from country to country. We expect students to adhere to both the U.S. American norms and the local norms, and in the case of conflict between the two, the more stringent of the two will prevail.

Three important principles are considered when defining and demanding academic honesty. These are related to *the fundamental tenet that one should not present the work of another person as one's own.*

The first principle is that *final examinations, quizzes and other tests must be done without assistance from another person, without looking at or otherwise consulting the work of another person, and without access to notes, books, or other pertinent information* (unless the professor has explicitly announced that a particular test is to be taken on an "open book" basis).

The second principle applies specifically to course work: *the same written paper may not be submitted in more than one course. Nor may a paper submitted at another educational institution be submitted to satisfy a paper requirement while studying abroad.*

The third principle is that *any use of the work of another person must be documented in any written papers, oral presentations, or other assignments carried out in connection with a course. This usually is done when quoting directly from another's work or including information told to you by another person* (the general rule in U.S. higher education is that if you have to look something up, or if you learned it recently either by reading or hearing something, you have to document it).



There are three levels of escalation establishing the seriousness of the plagiarism in question.

- **Level one plagiarism:** minor or unintentional plagiarism; leading to passable grade/failing grade on the assignment, depending on perspective of lecturer. No opportunity for resubmission.
- **Level two plagiarism:** significant plagiarism, but potentially due to poor referencing rather than intellectual property theft. This leads to a failing grade (potentially zero points) on the assignment. No opportunity for resubmission.
- **Level three plagiarism:** significant plagiarism, requiring investigation by the Center/Resident/Academic Director, and subsequent disciplinary panel.

Faculty will report any suspected circumstances of plagiarism to the Center/Resident/Academic Director immediately. Faculty can, if they deem it appropriate, require students to submit the Plagiarism Declaration Form (Appendix D) with each assignment as it is submitted.

In any case where Academic Honesty is in question while the student is still onsite at the program, and will impact the grade for the assignment in question, the CIEE Academic Honesty form (Appendix E) will be completed by the Center/Resident/Academic Director, signed by the professor, delivered to the student for signature and added to the student's permanent records. For any Level three violation, or repeated lower level violation, the Center/Resident/Academic Director will inform the student's home institution of the infraction and subsequent penalty.