



CIEE Global Institute – Paris

Course name:	International Marketing
Course number:	(GI) MKTG 3001 PAFR
Programs offering course:	Paris Open Campus (Business Track)
Language of instruction:	English
U.S. semester credits:	3
Contact hours:	45
Term:	Fall 2018

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

One prior introductory course in principles of marketing and / or business management is recommended, but not required. You will be presented the material in a clear and easy to understand way, and will get takeaways from the course, regardless of your previous business/marketing background.

Methods of Instruction

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

Assessment and Final Grade

Written Assignments:	25%
Group Presentation:	25%
Final Exam:	20%
Class Participation:	30%

Course Requirements

Written Assignments

By the end of Week 2 students will have to submit a 6-page paper (Font Times New Roman, size 12, double space) related to international marketing. The topic must be approved by the instructor. Original source materials, photographs, illustrations must be employed. Bibliography and citations are required and should be based on APA guidelines (<http://www.apastyle.org/>). Additional requirements will be given by the instructor on the first day of class, so that the student understands precisely what is expected of him / her.

The second written assignment will be announced on the first day of class, fully discussed at the end of Week 2 and will be due at the end of Week 4. It will be a group project that will focus on creating an international marketing plan.

Group Presentation

Students will form teams of 3-4 people. Each team will have to explain and discuss the international marketing plan of a multinational company with a large presence in France to their classmates. The group presentation guidelines will be covered in detail during the first day of class as well as at the end of Week 4.



Final Exam

Students will take a final exam at the end of the course. The exam (multiple choice, 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.

Class Participation

As part of their work in this course, students should demonstrate learning beyond the submission of written assignments or presentations. As such, all students receive grades based upon participation.

Participation is valued as meaningful contribution in the digital and tangible classroom, utilising the resources and materials presented to students as part of the course. Students receive grades based upon their contributions both in the classroom and in the Canvas course.

Meaningful contribution requires students to be prepared, as directed by the Instructor, in advance of each class session. Students must clearly demonstrate they have engaged with the materials where directed.

This includes valued or informed engagement in, for example, small group 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.

In addition to in-class participation, there will be one weekly article posted in the “Discussions” section of the course on Canvas. I will post an article relevant to that week’s topics (highlighted below in the syllabus) on Monday morning by 8:00AM starting on week two and ending on week 5 (4 posts in total). Each participant will have to generate one original comment to contribute to the discussion, and respond to two of their peer’s comments within a thread at a minimum. You are welcome and encouraged to engage more in conversation, as this will help your participation grade. This will be expected by Thursday of each week before class starts, where we will wrap up the conversation at the beginning of class. This will add to your overall participation grade.



The class participation grade will be broken into three parts so that the student can track their progress. You will receive each segment at the end of the even number of weeks (Week 2, 4 and 6).

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 if pop quizzes are given, they will be sent electronically as class begins.

Class 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 sessions will also result in a lower final grade.*

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 must 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.* Students who miss class for 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

Attendance policies also apply to any required class excursion, with the exception that some class excursions cannot accommodate any tardiness, and students risk being marked as absent if they fail to be present at the appointed time.



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	No academic penalty
10 – 20%	2	Reduction of final grade
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 – Introduction to the course
Syllabus will be presented and reviewed, with emphasis on assessment methods and course requirements. Introductions of peers and expectations for the course.
Video Clip introduction on International Marketing
Personal Branding Presentation

Begin topics from below depending on time.

– Challenges and opportunities of international marketing
Core concepts / terms of art
Marketing for a local (national) versus a global (multinational) audience: key factors that go into and distinguish both
Case study: Pokémon Go



Week 2

The International Marketing Imperative

What is an international business plan and what rationality do companies follow when extending abroad? Companies like Voss, Apple, and other international enterprises will serve as a concrete example to illustrate one international marketing strategy.

Session 1 – The international marketing plan

Session 2 – Leveraging in international marketing

Session 3 – Introduction to digital marketing (SEO, PPC, & Social Media).

- **Assignment due: Written Assignment**
- **Receive 1st part of participation grade**

Week 3

The International Marketing Environment

This week, students will discuss the cultural, political, legal, and economic factors influencing the international marketing environment. The goal is to enable students to have a comprehensive understanding of a country in order to make the appropriate marketing decisions during the internationalization phase.

Session 1 – Cultural, economic, financial factors, & the international legal environment:

Session 2 – Introduction to entering new markets with foreign product: BSV to Paname Brewery Company

Session 3 – Continue with any topics not covered above. Introduction to global branding guidelines. Creative breakout session.

Week 4

Key Analysis



This week's sessions are devoted to the microenvironment in which corporations need to compete once they have decided to go international; special attention will be devoted to the Fromagerie Bel group, Huawei, and non-profit organizations.

Session 1 – Microenvironment: industry and competition analysis, Microenvironment: market and consumer analysis

Session 2 – Introduction of 4 P's & continued focus on digital and e-commerce.

Session 3 – SWOT analysis, introduction to non-profits & marketing

- **Week 4 written assignment due**
- **Receive part 2 of participation grade**

Week 5

International Marketing Strategies

After having understood the different elements of the international marketing plan, this week's sessions will guide the students towards the set of long-term decisions that constitute the international marketing strategy.

Case studies: Starbucks, Eventbrite, Absolut Vodka, Britney Spears (yes... I am serious).

Session 1 – Developing a global vision through marketing research and branding

Session 2 – Global marketing management: planning and organization. Target market entry decision: Visit and presentation by Nicolas Alary, co-owner of Holybelly café.

Session 3 – Global marketing management: planning and organization.



Week 6

Going to the Global Market

The last week of the course will be devoted to the study of the the Four Ps at the international level: Which Products to offer to international customers and where (Place)? What Promotional plan to develop, and what Price should be applied?

Session 1 – Holiday marketing, The 4 P’s on an international scope

Session 2 – Presentations and concluding remarks

Session 3 – Final Exam

Course Materials

Further reading materials and case studies will be assigned on a week-by-week basis.

The professor will provide a complete list of complementary readings, media sources and articles published in national and international media in order to stimulate class debates and activities. If you are interested in a marketing text to purchase as a supplement, please discuss with the professor directly.