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| COURSE TITLE: | **Marketing in a Global Environment: I Buy Therefore I Am** | **COURSE NO:** | **BA2040FB6** |
| PREREQUISITES: | None | **SEMESTER:** | FA 2015 |
| **PROFESSOR:** | Dr. Robert Earhart, PhD | **CREDITS:** | 4 |
| **CLASS SCHEDULE:** | Mon & Thurs 13:45 – 15:05, Sept. 7 to Dec. 7 | **ROOM NO:** | C104 |
| **OFFICE HOURS:****OFFICE NUMBER:** | Mon & Thurs 15:30 – 16:30 or Wednesday 10.00-10.45, or by appointmentU-429 | **PERIOD:** | M, TH 4 |
| **OFFICE TEL EXT:** | Please use e-mail. rearhart@aup.edu | **MAILBOX:**  | U-429 |

**COURSE DESCRIPTION:**

This course is an introduction to core marketing strategies in a global business environment. It also offers a critical overview of basic marketing concepts in contemporary management; encouraging students to consider their own decisions and experiences as subjects of marketing and branding. We will consider how we process information to make decisions as consumers, as well as how firms discover and create customer needs and desires.

Through lectures, discussions, group case studies, field trips, films and written analyses we will examine the marketing function from critical, strategic and personal points of view. This course has been paired with courses from a variety of disciplines, such as communications, gender studies, comparative literature and psychology to provide an in-depth and fully comprehensive understanding of how marketing works from a business and a personal perspective.

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, and Africa). Students are encouraged to bring their personal observations and experiences in these various market regions into their course work and participation.

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.

**STUDENT LEARNING GOALS:**

Upon successful completion of this course, students should be able to:

1. Understand the marketing mix.
2. Understand the link between customer needs/desires and product/service design.
3. Understand the role of marketing in the development of business strategies.
4. Explain the effects of marketing in business decision-making in a variety of contexts.
5. Understand how psychology, literature and communications theories are present in and influence marketing practices and theories.
6. Critically evaluate specific marketing activities according to ethical and socially responsible criteria.
7. Discuss marketing using generally accepted terminology and concepts.
8. Demonstrate an ability to research, produce and execute a professional presentation on a specific marketing topic.

As you can see, we have some highly ambitious goals in this course. The learning goals are consistent with an intermediate university-level Marketing course. Likewise, you will cover material that will be very useful if you choose to go on with a degree from the International Business Administration or Communications departments. (The course fulfills a core major requirement in both departments.) It is therefore essential that you read this document fully to understand how the course works and what will be expected of you. For many of you this will be your first semester of university-level work. Please keep in mind that your individual efforts on assignments, readings, group work and studying outside of class directly relates to how well you do in the course.

**REQUIRED BOOKS:**

The textbook, articles, and cases are all required materials. Please bring these materials to class for activities and discussions (see course outline). Any other materials will be given to you during class or posted on the Blackboard system before each course. Moreover, you will find supplementary materials available on Blackboard that can help you gain deeper insights into the topics we are covering.

**International Marketing (for purchase no later than 10 September)**

Daniel W. Baack; Eric G. Harris; Donald Baack

2013, SAGE Publications, Inc

ISBN: 978-1-4522-2635-4

**Ready Player One (for purchase no later than 12 October)**

Ernest Cline

2011, Random House

ISBN: 978-0307887443 (Paperback), ASIN: B004J4WKUQ (e-book)

**Articles**

In order to give you a variety of perspectives on marketing issues, the course reader contains magazine and academic journal articles as well as book chapters that function either as core texts and for the purpose of supplementary reading. Furthermore, these are the resources for several individual and group assignments.

These materials are provided in PDF format in the ‘Course Articles’ folder of the ‘Course Readings’ section posted on the Blackboard system. Supplementary readings offer additional insights and background for material that we will cover in lectures and course discussions.

**Harvard Business Publishing Case Studies (HBP)**

There are eight cases available for direct purchase online at Harvard Business Publishing (each case costs $3.95) at the following link: <https://cb.hbsp.harvard.edu/cbmp/access/39903517>. The total coursepack cost is USD $31.60. **Please purchase these cases by the second week of the course.** Please keep in mind thatyou will need to register at the Harvard Business Publishing website before you can purchase the coursepack.

**Films**

There are four films that offer insights and concepts that we will discuss in the course. These films will be offered through film labs hosted on Wednesday evenings. The student groups formed at the beginning of the course will each be responsible for hosting a film lab. At a minimum, students required to attend, at a minimum, two of these film labs. Should you opt not to attend one of two of the film labs, you will be responsible for viewing the film on your own. Topics from the films will be featured on course exams, quizzes, and in assignments.

**INTEGRATED THEMES:**

In addition to the basic theories and concepts of marketing that we will cover in the course, several crosscutting themes will also be included to provide a solid intellectual context for global marketing theories and practices, opportunities for interdisciplinary understanding, and real-world examples. These themes are incorporated into the course as lectures, case studies, articles, films and in-class activities. Some of the themes for this course will include:

* Film and media marketing
* Tourism
* Healthcare and Pharmaceuticals
* Fashion
* Consumer Culture
* Marketing Ethics and Social Responsibility
* Selfies: Commodification of the Self (Prof. Robert Payne)
* The Traffic in Women (Prof. Elizabeth Kinne)
* Psychology of Consumption (Prof. Geoffrey Gilbert)

**COURSE ATTENDANCE:**

Attendance will be taken in the first ten minutes of the course. Students arriving late will be marked down as such, as will students leaving early. Attendance may be taken verbally or through a sign-in sheet. If a sign-in sheet is used, it is the student’s responsibility to sign in.

**If a student is signed in on the attendance form and is not present in the course, it constitutes a violation of the university’s academic integrity policy and will result in a failing grade for the course, as well as other disciplinary actions to be determined by the Dean of the University and the Academic Integrity Board.**

In general, students are expected to avoid disturbing the class by arriving late and/or leaving early. Please avoid unnecessary departures while the course is in session.

**Students are expected to attend all course sessions.** **Students that miss more than four course sessions will automatically receive a failing grade. No exceptions.**

**Missing an exam, quiz or a group presentation will result in a failing grade for that item. Attendance will have a significant impact in the calculation of final grades. Students with excessive absences (regardless of medical or personal reasons) will not receive credit for the course.**

Attendance is taken from the first day the course meets. As soon as a student is enrolled in the course, the attendance counts. Hence, students enrolled in the course, but perceive course meetings during the add/drop period to be optional, will be marked absent. Please keep this in mind from the moment you enroll in the course.

Exceptions to this policy may be made for legitimate medical or family emergencies at my discretion, provided that the student has been proactive and has contacted me and collected the required documentation.

Cultural study trips offered by AUP will be excused automatically, but only for the days that the study trip is scheduled. Days taken before or after a cultural study trip for personal travel, or any other form of personal, non-emergency travel, will not be considered as an exception to the attendance policy.

Assignment instructions are available well in advance of the deadlines. Illness or personal problems that emerge around the deadline date will not result in an extension on your assignments.

**GRADING:**

Student Performance will be evaluated based on the following factors:

**Class Participation**

Based on attendance and participation with group presentations, discussions and in-class projects, as well as group peer evaluations.

* Attendance: this is not simply a matter of being present, but also involves arriving on time and being prepared for each course session. Please bring the textbook to each class as well as any other materials that you may need.
* Course Presentations: Student groups will be selected at random to present their analysis the case assignments each week during class. These presentations should be no longer than 10 minutes, although the specific duration will change based on the presentation assignment. There will be no student presentations during the first week of class. Please refer to the course calendar for due dates.
* Course Discussions: Various activities, full class and small group discussions are an essential part of the learning experience in this course. Students are expected to actively participate by providing input and feedback to other students and by listening when other students are speaking.
* Peer Evaluations: Student group members will be expected to evaluate one another for the depth and effectiveness of their contribution to in-class activities and the final presentation. Evaluations will be cross-referenced for consistency and fairness.

**Individual Assignments**

Four individual essay assignments are due throughout the course. These must be submitted before the course commences on the due date *through the Safe Assign system*.

**Group Presentations**

After the first course, students will be assigned to groups of five to seven students. The group presentations are based on case studies provided in the textbook and through purchase from Harvard Business Publishing. Group presentation grades are allocated equally to each member of the group, however group peer evaluations may result in different final scores for individual group members. If a student is absent without an authorization, that student will not receive a score for their group’s presentation on the day the presentation is due, whether or not the group is chosen to present the case. *Missing presentations can lead to undesirable outcomes when midterm and final grades are issued so please be sure to follow the attendance policy.*

**Quizzes**

Short multiple-choice quizzes will be given on regular intervals and will be based on reading from the textbook, cases and articles. These quizzes will be closed book, with no notes allowed.

**Midterm Exams**

The midterm exams will cover readings, lectures and class discussions through the seventh course and fourteenth course sessions. The Midterms will be in a multiple choice, short essay, and short case format. One A4 sized sheet of notes is allowed for these exams. Alternative exam times or absences must be documented with a doctor’s note and approved by the Office of Academic Affairs before an alternative sitting of the exam will be scheduled. All make-up exams are taken at the Office of Academic Affairs.

**Final Presentation (Group Assignment)**

Final presentation topics will be discussed during the course. Groups will present the results of the assigned topic in a formal presentation not to exceed 15 minutes. Each student will be expected to contribute and speak for at least 1 minute in the final presentation. Please submit a two page executive summary and a copy of all materials at least 48 hours prior to the start of the semi-final. Based on the performance during the semi-final, one to three groups from each section of marketing will go to the final, which will be held the last week of classes in May. Groups going on to the final will have the chance to present in front of a panel made up of professionals and experts on the topic of the case, as well academic specialists in the field of the case topic.

Presentations will be evaluated based on content and the quality of presentation materials, in addition to the content and quality of the presentations themselves. A panel of judges from the academic and business sector will grade the case presentations at the final competition. For case finalists, the higher of the two grades will stand in.

**Final Exam**

The final exam will cover all readings, lectures and class discussions in a short essay and case study format. Your participation with your groups in analyzing and preparing the case studies will play a big role in your success on the final. One A4 sized sheet of notes is allowed for this exam.

**Grade Allocation**

Final grades will be weighted based on performance within the criteria that follows. These calculations may be adjusted slightly as we progress through the semester:

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| --- | --- |
| Class Participation, Group Work & Quizzes | 15% |
| Final Presentation | 10% |
| Individual Assignments & Essays | 25% |
| Midterm Exams (3) | 25% |
| Final Exam  | 25% |

**Grading Scale**

|  |  |  |  |
| --- | --- | --- | --- |
| Excellent | Good | Satisfactory | Unsatisfactory |
| 100-95 A (4.0) | 89-87 B+ (3.4) | 79-77 C+ (2.4) | 69-67 D+ (1.3) |
| 90-94 A- (3.7) | 86-84 B (3.0) | 76-74 C (2.0) | 66-64 D (1.0) |
|  | 83-80 B- (2.7) | 73-70 C- (1.7) | 60-63 D- (0.7) |
|  |  |  | Under 60 F (0) |

To give you a better understanding of what the grading scale means, let’s take a quick look at the typical student profile for each category:

**Excellent:** Reserved for students that display superior quality and outstanding performance throughout the course, including the extensive use resources other than the textbook and assigned readings to complete assignments and presentations. An ‘A’ student is one who regularly reads the supplementary material and incorporates it into their work. The student participates fully in course discussions and group activities, maintains excellent attendance, and performs extremely well on course exams. An ‘A’ student is highly motivated to learn the material and completes the course readings in advance of the lecture, showing strong skills in critical thinking, global learning, and exceptional informational literacy on all of the assignments, projects and exams. The student also takes a leadership role in the group projects and consistently responds to the presentations of other student groups. My goal is to see every student perform this well.

**Good:** The student provides work that is above average in quality. Maintains good performance on exams and in class discussions, including the effective use of assigned readings and above average course participation. Occasionally refers to supplementary readings and other external sources. Assignments are turned in on time and to a good level of quality. There is some evidence of additional research and critical thinking on core topics. Attendance, while not perfect, is still good. The student shows evidence of critical thinking, global learning and information literacy through their engagement in the course.

**Satisfactory:** Adequate and acceptable work in meeting course requirements and average performance in assignments, exams and projects. There is little use of external resources beyond the required texts. The student shows some engagement with the course, but participates at a minimal level. Meets the minimum attendance requirements. Displays some critical thinking, global learning and/or information literacy in assignments and group projects.

**Unsatisfactory:** Failed to meet basic course requirements, below average performance and attendance. The Such students often show up late to class, are often unprepared for class, and/or are frequently absent. The student is rarely prepared for group presentations or discussions. Assignments are missing, late, or copied or paraphrased directly from Wikipedia. The student probably spends an inordinate amount of time in class on their smartphone (which makes kind of makes it a ‘dumb-phone’ in this case). Such students are encouraged to withdraw and try again when they have improved their academic skills or they are able to put more effort into their studies.

**A significant amount of studying outside of the course meetings is expected from all students who expect a ‘B’ grade or higher in the course. This means AT LEAST two hours of reading, group work and research outside of class for every hour you spend in class - much more if the expected grade is an ‘A’. I expect students to use resources other than the required materials to complete assignments. Outstanding and good performance will be awarded to those students who go beyond the required and suggested readings in their final projects, assignments and presentations.**

Students with unsatisfactory performance will be notified at the midterm point so that we may mutually assess the likelihood of successful course completion. If you receive a ‘C’ or below at the midterm point, please contact me for an appointment as soon as possible. Often times, we can work out an academic study plan to get you back on track.

**ASSIGNMENTS:**

Various essays and presentations are assigned throughout the course. Presentations are to be completed in student groups, while the essays are to be completed on an individual basis.

**Essay Assignments (via Safe Assign)**

To ensure that you have a strong understanding of key marketing concepts, essays will be assigned at regular intervals from the course reader, handouts or films that we watch during the course and should meet the following criteria:

* Your essay must be completed on an individual basis and represent your own work.
* Cite any sources that you use and quote if you are using another text directly.
* Please do not even think about submitting a prior student’s essay as your own work or plagiarizing another text. Such cases will result in a zero for the assignment and may be referred to Office of Academic affairs for further disciplinary action. (For those of you thinking you can throw money at the problem, I have a database of papers for purchase online, so spend it on something else and do your own work, please.)
* Please adhere to the minimum required response length and use a 10-12 point font with double spacing.
* **Assignments must be submitted via the Safe Assign system at least thirty minutes *before the course meeting on the deadline day commences*.**
* Include your full name on and course section your all of your assignments, in the file name and at the top of the essay itself.

A number of students in the past who had done fairly well in other course areas were shocked to discover the impact that missing assignments can have on the final grade. To avoid this unpleasant surprise, please make sure you complete and turn in all of the assignments when they are due. It is the responsibility of the student check on the course sign-in sheets and the grading center on Blackboard to ensure their assignments have been received and graded.

**The onus is on you, the student, to ensure that your assignments have properly received.** I will not chase down your missing assignments. If your paper is not properly uploaded to the *SafeAssign* system by the deadline (30 minutes before the course meeting in which the paper is due), for whatever reason, the assignment will be marked as late. Assignments via e-mail or in hard copy will not be accepted. Please plan your assignment submissions accordingly.

**Essay Assignment Submission Guidelines:**

1. **Format**
* Include your name (on the top of the first page) as well as page numbers. For group assignments, all group member names and the group number should be included. **Papers missing names will not be graded.**
* Format the document using a 10-12 point font, double spacing is preferred but not required.
* The minimum word count is only a guideline, but if you find your work to be significantly below that, then chances are your essay is far too short to offer a much of a response to the assignment question(s) or problem(s).
1. **Electronic Files**
* Should be saved as an MS Word or RDF or PDF document for submission to SafeAssign. You can also cut an paste your full essay directly into the safe assign system. If you are using any other file format, and I am not able to open it, and the assignment will be considered late.
* The file name should start with student’s last name, first initial, section, and assignment number. For example, the fourth assignment completed by John Smith in Section B in MS Word would be named as: Smith J-B-4.doc
* Unless otherwise noted, assignments will be due 30 minutes before class commences. Late assignments will be marked down 10 % (or one full grade level) for each subsequent class session where it is late. Assignments received after the second course meeting following the deadline will not be accepted and such assignments will be given a grade of zero.
* It is your responsibility to verify whether or not your assignments have been received through SafeAssign on the course attendance sheet that is handed around each class.
* Illness, absences, or other personal problems are not excuses for late assignments. You will always receive the assignment criteria at least two weeks before an assignment is due. For serious illnesses or personal crises during the semester, please consult with the Academic Affairs office and with me as soon as possible.
* Essay Assignments sent via e-mail will be ignored without any response from me. Please submit using SafeAssign.

**3. How to Submit a SafeAssignment**

* You can only submit a SafeAssignment once. If you would like to edit, delete, or resubmit a SafeAssignment, contact me directly and request that I clear your first submission.
* On the course menu, select the link where SafeAssignment is located, for example, Assignments.
* On the Assignments page, look for the SafeAssignment and click **View/Complete**.
* On the **Upload SafeAssignment** page, optionally, type your comments in the **Comment box**.
* Browse to select a file to attach as your submission.
* Select the **Global Reference Database** check box to upload your paper to the Global Reference Database.
* Click **Submit**.
* After you submit SafeAssignments, there is a slight delay between the upload and the availability of the SafeAssign report. Results are normally available within 10-15 minutes.

**Group Presentations (via e-mail)**

A number of group case presentations are required throughout the course. There are two types of cases: those from the Marketing Textbook by Baack, Harris & Baack (BAACK) and those from Harvard Business Publishing (HBP). The BAACK cases are shorter and are guided by the information contained in each chapter. You can use the questions provided to give structure your presentation or include additional elements as you see fit. The HBP cases are longer and more complex. Your group will have to decide upon the best strategy to address the problems presented in these cases. The final presentation will be even more complex, require a greater amount of preparation effort, and will draw on all of the material that we cover through the entire course.

* When all groups have been assigned a case, one or two groups will be chosen at random during class to present their findings. Many of the textbook cases will be assigned to specific groups. All groups are responsible to prepare the HBP cases and the final case.
* All groups should prepare each case they have been assigned as if they will be presenting. If your group is not presenting, you should be prepared with questions to ask the presenting group(s).
* Since the selection process for presentations will be randomized, groups that have already been chosen to present may be asked to present a different case again during any of the subsequent course sessions.
* All students from each group must be involved in preparing the presentation.
* A student who is visibly unprepared (i.e. clearly not familiar with the case or the group’s analysis of the case) will be asked to sit out from the presentation and will not be given a score with the rest of the group.
* All groups must submit their presentations (in summary format or their powerpoint slides) by email at least 10 minutes before the course where it is due. **The HBP cases must be accompanied by a full summary of your case analysis of at least one full page or on PowerPoint slides, or through other written or visual presentation materials. (You do need to hand in something to me.)**
* You may choose whether or not to use PowerPoint for your presentations. You are strongly encouraged to use some sort of visual materials to support your efforts.
* If your group is called to present a case and fails to do so or if no one from your group attends class, the group will not receive any credit for the presentation. The only exception will be if a majority of the group is absent for a cultural study trip.

Since you will be expected to work with groups of people with different skill sets and capabilities throughout your professional lives, it is a good practice to discuss how to organize yourselves, who will complete specific tasks for specific cases, and who will take specific roles for the case presentation. A well organized and functional group will drastically reduce the overall workload for individual students and provide a truly enhanced learning opportunity.

Group members are expected to contribute an equal amount of overall effort throughout the course, although specific contributions may be different at various intervals. **“Free-riding” (i.e. doing nothing on the group projects while expecting to get credit for work you did not do) is plainly obvious by the time we get to the second midterm, and I will know (as will everyone in the class) whenever you are unprepared for a presentation.** Moreover, the high-achieving and under-performing group members will be revealed during the peer evaluation process.

**Group Presentation Submission Guidelines:**

Please send your powerpoints, outlines, or other written materials via e-mail to rearhart@aup.edu at least 10 minutes before the start of the course meeting where your presentation is due.

* Please name your files with your group number, section and case name. Hence, if you are Group 3 in Section A and have completed the Clorox case, please name your file: Group3A-Clorox
* If you have chosen not to use a visual presentation, please send an outline in .DOC or .PDF format.
* Many student groups in the past have opted to use PREZI or other online presentation services. Please be aware that these often do not allow you to work offline from the classroom workstation. If there is a network problem, please be use your own laptop or be prepared to present without visuals.
* Make sure that your group members are prepared. Reading directly from the slides is highly unprofessional. Once we get past the first few presentations, your classmates will mercilessly mock your group if you have not prepared.

**OFFICE HOURS:**

My office hours are as follows:

Monday & Thursday 15:30 – 16:30

Wednesday 11.00-11.45

My office is located at 148 rue de l’Université, 4th Floor, Room 429. Drop-ins are welcome during these times, but on a first-come-first-served-basis. Those who make an appointment will have priority over those who do not.

The course teaching assistant will also announce office hours once the course commences.

**COURSE PREREQUISITES:**

Although there are no formal prerequisites for this course, students should keep in mind that it does involve a significant amount of reading, writing and preparation outside of class, both individually and in groups. In particular, there is a large amount of professional and technical terminology that students must master in order to be successful. In the past, some students have found the amount of reading and writing was a significant challenge when combined with fulfilling their core university-level requirements. Likewise, students without a solid base of academic skills (good study habits, teamwork, adherence to deadlines, etc.) were disappointed with their final grades.

Despite the challenges that this course presents, many students taking it in their first year of university studies have been very successful and they have found that the demanding curriculum advances their progress in other academic areas. If you are concerned with your level of writing, reading comprehension or other academic skills, a course tutor will be available to assist you in the specific areas that you find problematic.

**GENERAL COURSE POLICIES:**

1. **Laptops & Mobile Phones:** Laptops should be not be used during classes unless specifically necessary for an in-class project. Exceptions may be made for students with physical and/or learning disabilities, with instructor permission only, for the purposes of taking notes. **Mobile phones are to be turned off and put away at all times while class is in session. Please do not send or receive text messages during class, even on silent mode.** Students caught texting underneath their desks during class will be mocked. Moreover, mobile phones are not allowed in the room during exams under any circumstances. Students found to be using a mobile phone or other electronic device during exams will be asked to leave and will automatically receive a failing grade. No exceptions.
2. **Communication:** We will use Blackboard for this course. **Students are expected to check the Blackboard site, as well as their AUP email during the course for updates.** All assignments will be posted here, as well as course reader materials and other resources. You can also track your grades in the ‘grading center’. My office is Université Room 429. If you need to reach me outside of class, please contact me via email for an appointment or come during my office hours.
3. **Attendance:** This is not just a matter of “being present” for during class, but also involves arriving on time and being prepared for each course session. Attendance is taken in the first 10 minutes of each class, and late students will be marked as late. Two “late arrivals” is equivalent to one absence. It is the student’s responsibility to make sure that they are signed in for each class. Students that are signed in for class, but not present, will receive a failing grade. Moreover, I will not excuse any absences, for any reason, with the sole exceptions being if the student is enrolled in an official AUP Cultural Study trip or has a note from a certified physician that indicates they were unable to attend class on the specific dates of absence. Students that experience significant health or personal problems must inform the Student Affairs Office immediately so that we can begin to work out a plan to help you maintain your academic performance. Personal travel, visiting relatives and friends, and other non-emergency excuses will not be accepted. (See the section on Course Attendance above.)
4. **Assignments:** Students are expected to turn in all course assignments on time though the SafeAssign system on Blackboard. Late submissions will be marked down one full grade level for being late for each course session where the assignment still has not been submitted, making the highest possible grade a ‘B’ after missing the first course deadline, a ‘C’ for the second course session. Assignments will not be accepted at all after the second course session following the deadline. It is the student’s responsibility to make sure assignments have been received and that the file is accepted by the *SafeAssign* system and can be opened by me. Successful assignment submission will be indicated on the sign-in sheet. Plagiarized or copied assignments will result in a failing grade for the course.
5. **Group Projects**: All students in this course are expected to make genuine and useful contributions to the overall effort on group presentations. Regularly failing to participate not only compromises your group’s overall performance, but it means that you will miss valuable material from the core elements of the curriculum. Moreover, it places and undue burden on other group members to cover your missing work in time to submit before a deadline. I may ask students that appear to be regularly unprepared for group projects (or whose group members routinely report a lack of participation) to complete a group project or give a presentation individually. It is my prerogative to ask a student to complete a group project individually, for any reason, at any time.
6. **Food and Drinks:** Students may drink beverages in class if they are in spill-proof containers that can be completely sealed. Please do not consume any other food or beverages in the classroom.
7. **Professional Behavior:** Students are expected to behave in a professional manner at all times during the course. Please avoid disruptive behavior, such as talking out of turn during lectures and presentations. Academic dishonesty on assignments or exams - including copying another student’s work, plagiarism, or using instructor grading keys - will result in a failing grade for the course. Other disciplinary actions up to and including removal from the course, suspension or expulsion from the University may also result from violating course and university policies. Likewise, harassing or threatening behavior in class will not be tolerated. Sexist, racist, sectarian, homophobic, nationalistic or other forms of inflammatory slurs directed at other students, faculty or staff (or any other human beings, anywhere, for that matter) is unacceptable in the classroom environment and will be dealt with in a merciless fashion. Please uphold professional standards at all times while you are in the university program.
8. **Other Policies:** For all other policies and procedures, students are bound by the University’s general policies and procedures. Copies of the University policies on absences and academic dishonesty were given to each student at registration. Students are responsible for adhering to these policies.
9. **Know the Syllabus:** It is your responsibility to read and understand this document as it clearly outlines the course policies, schedule of readings and assignments, as well as the course expectations. If you experience academic problems during the course because you have not been following the course policies, claims that “I didn’t know” will not help your case -- it is all written up in this document. **I make no exceptions to my course policies unless prior arrangements are made with me and the Office of Academic Affairs for legitimate reasons.**

**BIBLIOGRAPHY:**

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14. Jeffery, Mark et al (2009) Air France Internet Marketing: Optimizing Google, Yahoo!, MSN, and Kayak, Harvard Business Publishing
15. Jarrold, Julian (2005); Film: ‘Kinky Boots'; Touchstone Pictures, Miramax Films (UK)
16. Johnson, Mark W. & Suskewicz, J. (2010) ‘How to Jump-Start the Clean-Tech Economy’, Harvard Business Publishing
17. Klusák, Vít & Remunda, Filip (2004); Film: 'Czech Dream' (Czech Republic)
18. Kotler et al. (2009) Marketing Management, Pearson/Prentice Hall, London
19. Kunzru, H. (2008) ‘Raj, Bohemian’, The New Yorker, March 10 2008, Conde Nast Publications
20. Miller, Daniel (2012) ‘Consumption and Its Consequences’, Polity Press, Cambridge UK
21. Parent, Michael et. al. (2008, 2014) Swimming in the Virtual Pool with Plenty of Fish, Ivey Publishing
22. Rundle-Thiele, Sharyn et al. (2008) Lessons learned from renewable electricity marketing attempts: A case study, Harvard Business Publishing
23. Sood S. & Dréze, X. (2006) ‘Brand Extensions of Experiential Goods: Movie Sequel Evaluations’, Journal of Consumer Research, Vol. 33, December 2006
24. Spinello, R. A. (1992) ‘Ethics, Pricing and the Pharmaceutical Industry’, Journal of Business Ethics, Vol. 11, No. 8, August 1992, Springer Publishing
25. Yu, Julie et al. (2003) Asia’s World City: Hong Kong’s New Identity, Harvard Business Publishing

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| **Summary of Course Materials** |
| **List** | **Reading** |
| ARTICLE-1 | ARTICLE: Friend, T. (2009) 'The Cobra: Inside a Movie Maker's Playbook' |
| ARTICLE-2 | ARTICLE: Kurt Eichenwald (2012) ‘Microsoft’s Lost Decade’ |
| ARTICLE-3 | ARTICLE: Bauman, Zygmunt (2001) ‘Consuming Life’ |
| ARTICLE-4 | ARTICLE: Lieberman, Rhonda (1993): 'Shopping Disorders', *The Politics of Everyday Fear* |
| ARTICLE-5 | ARTICLE: Ellis, Fitchett et. al. (2011) ‘Marketing Science and the Paradigm Debates’ |
| ARTICLE-6 | ARTICLE: Kunzru, H. (2008) ‘Raj, Bohemian’, The New Yorker, March 10 2008, Conde Nast Publications |
| FILM-1 | FILM: 'Kinky Boots' - Julian Jarrold (2005) UK |
| FILM-2 | FILM: 'eXistenZ' - David Cronenberg (1999) Canada/France |
| FILM-3 | FILM: 'Czech Dream' - V’t Klus‡k, Filip Remunda (2004) Czech Republic |
| FILM-4 | FILM: 'Muriel's Wedding' - P.J. Hogan (1995) Australia |
| HBP-1 | CASE: Gaurab Bhardwaj et al. (2014) Made By Survivors: Business Solution for a Social Problem (Kinne) |
| HBP-2 | CASE:V. K Rangan & S Yong (2009) TruEarth Healthy Foods: Market Research for a New Product Introduction |
| HBP-3 | CASE: John Deighton & Leora Kornfeld (2012) Coca-Cola on Facebook (Payne) |
| HBP-4 | CASE: E Ofek & L Barley (2011) The Clorox Company: Leveraging Green for Growth |
| HBP-5 | CASE: R Deshpande; K Herman; A Lobb (2011) Branding Yoga |
| HBP-6 | CASE: Julie Yu; Marissa McCauley; Shamza Khan (2003) Asia’s World City: Hong Kong’s New Identity |
| HBP-7 | CASE: Austin, R., O'Donnell, S. & Krogh D. (2009) Moods of Norway |
| HBP-8 | CASE: Michael Parent et. al. (2008, 2014) Swimming in the Virtual Pool with Plenty of Fish (Payne) |
| BAACK | TEXTBOOOK: Baack, D.; Harris, E., and Baack, D. (2013) International Marketing |
| CLINE | NOVEL: Ernest Cline (2011) Ready Player One |

**Summary of Essay Assignments**

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| **Assignment**  | **Basis** | **Due Date** |
| 1 | ARTICLE-1 | September 24, 2015 |
| 2 | FILM-1 | October 5, 2015 |
| 3 | ARTICLE-3, DISNEY STUDY TRIP | November 5, 2015 |
| 4 | FILM-2 & FILM-3 | November 16, 2015 |
| 5 | ARTICLE 4, RUNGIS STUDY TRIP | November 30, 2015 |

\* Assignments must be posted to the *SafeAssign* system 30 minutes before the start of class for on-time submission. Assignments received after this point will be marked late.

\*\* Essay Assignment due dates are subject to change by announcement in class and on Blackboard.

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| **AUP ATTENDANCE POLICY:**Students studying at The American University of Paris are expected to attend ALL scheduled classes.A maximum of four (4) *excused* absences per semester may be requested for all 4-credit courses.  Two (2) *excused* absences per semester per 1-credit course may be requested.The French Department has its own attendance policy. Students are responsible for compliance.***Attendance at all exams is mandatory.***Student Affairs will *recommend* that a professor excuse an absence for the following reason only: Involuntary absences due to illness or personal emergencies, upon presentation of documentary proof of illness or emergency.Religious and National Holidays:Due to the large number of nationalities and faiths represented at the University, religious and national holidays (other than those on the academic schedule) will not be excused by Student Affairs.Academic Affairs will excuse an absence for students’ participation in study trips related to their courses.Lateness to course meetings:If a student arrives at course meetings more than 10 minutes late without documentation for one of the above scenarios, it will be considered an *unexcused* absence. All documentation must be submitted to the Office of Student Affairs within ONE WEEK following the first day of the absence.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 (excused or unexcused) is accepted 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 excused and unexcused 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 the withdrawal of a student whose absences from any course, ***excused or not***, have made it impossible to continue in the course at a satisfactory level. The professor may consult with Student Affairs for additional information. Students must be mindful of this policy when making their travel arrangements, and **especially during the Drop/Add and Exam Periods**.  |
| **ENGLISH LANGUAGE PROFICIENCY STATEMENT:** As an Anglophone university, The American University of Paris is strongly committed to effective English language mastery at the undergraduate level. Most courses require scholarly research and formal written and oral presentations in English, and AUP students are expected to strive to achieve excellence in these domains as part of their course work. To that end, professors include English proficiency among the criteria in student evaluation, often referring students to the university Writing Lab where they may obtain help on specific academic assignments. Proficiency in English is monitored at various points throughout the student's academic career, most notably during the admissions and advising processes, while the student is completing general education requirements, and during the accomplishment of degree program courses and senior theses. |