Instructor: Ms. Cindy Fox, Lecturer
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Classroom: Friday 116
Phone: (704) 687-7676

Office: Friday Room 353C
Office Hours: 2:00-3:00pm, MTW

Course Description: MKTG 3000-001. Global Marketing Practicum in Dublin and London (3). Emphasis on the assessment of EU market opportunities, development of EU market strategies, and implementation of EU/global market plans. Elements of the marketing environment including culture, social, legal, political, geographic and technological will be explored. The benefit of the course being taught on site is to address these topics in two countries, Great Britain and Ireland, both members of the European Union but on different currency systems. Emphasis will be given to creativity in marketing within mature markets.

Course Objectives: To:
- Understand how the marketing mix operates in mature European markets.
- Compare the experience of the European Union with other trade agreements around the world for U.S. companies
- Explore how Irish and English culture impact Marketing
- Discover the impact of currency and legal regulations on pricing and innovation

Course Methodology: Students are expected to make the most of their experience in Dublin and London. This includes not only the scheduled company visits and trips, but observations of markets, retailers, advertisements, etc. All assignments will be on Moodle.

Topics:
- Retailing to consumers from luxury to poverty; space constraints in London
- Distribution Systems within each country
- Integrated Marketing Communications within the EU
- Innovation and Creativity in Great Britain and Ireland
- Brands and Consumer Behavior in Great Britain and Ireland
- The impact of long established patterns in marketing to the changing nature of markets

Attendance: Students will be expected to attend every scheduled event and meeting. Participation in discussions especially those initiated by the guest speakers on our visits is expected. Students will follow Belk College business etiquette while on company visits. Any student not ready to leave when we depart for our company visits will lose a letter grade!

Grading:
- Take home Test 40%
- Oral Participation/Attendance 15%
- Journal 25%
- Presentations 20%

Your Journal should be composed of 20 entries based on marketing observed while on the trip. Each observation should be at least ½ pages long. The company visits will be covered in the Take
Home Test so do not include any notes taken/observations during those meetings in your journal.

Students are expected to be on time and properly dressed for all company visits and any other required meetings. Any student missing one of these visits for a reason not previously approved (health related) will receive an automatic letter grade drop.

Each student will present on a topic they have signed up for on February 19th prior to our trip then April 1st after observations of the culture.

**ACADEMIC INTEGRITY**

The UNC Charlotte Academic Integrity Policy will be followed. The student is responsible for reading and understanding the policy:

Students have the responsibility to know and observe the requirements of The UNC Charlotte Code of Student Academic Integrity. This code forbids cheating, fabrication or falsification of information, multiple submissions of academic work, plagiarism, abuse of academic materials, and complicity in academic dishonesty. Any special requirements or permission regarding academic integrity in this course will be stated by the instructor, and are binding on the students. Academic evaluations in this course include a judgment that the student's work is free from academic dishonesty of any type, and grades in this course therefore should be and will be adversely affected by academic dishonesty. Students who violate the code can be expelled from UNC Charlotte. The normal penalty for a first offense is zero credit on the work involving dishonesty and further substantial reduction of the course grade. In almost all cases the course grade is reduced to F. Copies of the code can be obtained from the Dean of Students Office. Standards of academic integrity will be enforced in this course. Students are expected to report cases of academic dishonesty to the course instructor.

**STATEMENT of INCLUSION**

The Belk College of Business strives to create an inclusive academic climate in which the dignity of all individuals is respected and maintained. Therefore, we celebrate diversity that includes, but is not limited to ability/disability, age, culture, ethnicity, gender, language, race, religion, sexual orientation, and socio-economic status.

**Class Policies**

1. Discussion is essential to learning. However, I expect students to express their ideas responsibly and will manage the discussions if necessary so that ideas and argument can be inclusive and orderly. You should expect that if your conduct during class seriously disrupts the atmosphere of mutual respect you will not be permitted to participate further. All students are required to abide by the UNC Charlotte Sexual Harassment Policy (http://www.legal.uncc.edu/policies/ps-61.html)

2. The use of cell phones, beepers, or other communication devices is disruptive, and is therefore prohibited during presentations.

Schedule:

We will meet on three Friday’s over the course of the semester, January 29, February 19 and April 1, 2016. Attendance is required at all three meetings.