Course Description: MKTG 3000-001. Global Marketing Practicum in Brazil (3). Emphasis on the assessment of global market opportunities, development of global market strategies, and implementation of 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 one country, Brazil, one of the BRIC countries. We will visit two cities in Brazil to experience variation in the market.

Course Objectives: To:
Understand how the marketing mix operates in an emerging market, Brazil.
Compare the experience in Brazil with other emerging markets.

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

Topics:
- Marketing to BOP customers
- Retailing Contrasts among different income levels
- Distribution Systems within the country
- Advertising and Promotion to various target markets within Brazil
- Innovation and Creativity in Brazil
- Digital Marketing
- Brands and Consumer Behavior in Latin America

Attendance: Students will be expected to attend every company visit in Brazil and participate as indicated. Students will follow Belk College business etiquette while on company visits.

Grading:
- Take home Test 40%
- Oral Participation/Attendance 10%
- Brazil Journal 30%
- Test on Readings prior to trip 20%

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.

NOTE: Your peer evaluation must be a fair representation of each member’s contribution. It is a violation of academic integrity to decide among the group, or members of the group, as to point allocations. Base your individual evaluation on the contribution of each group member as fairly as possible.

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 23, 2015
February 13, 2015
March 27, 2015