

Global Marketing Practicum in Paris and Prague
MKTG 3000-EA1 Spring 2020
Experience Dates 2/28-3/8, 2020

Instructor: Ms. Cindy Fox, Lecturer
Classroom: TBA
Office: Friday Room 246
Office Hours: 11:00-12:00pm, T/R

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Course Description: **MKTG 3000-EA1. Global Marketing Practicum in Paris and Prague (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, France and the Czech Republic. Emphasis will be given to consumer behaviour in both countries.

Course Objectives: To:

- Understand how the marketing mix operates in two unique European markets.
- Compare the trade relationships between the two countries and the U.S>.
- Explore how the cultures of Paris and Prague impact Marketing
- Discover the impact of currency and legal regulations on pricing and innovation
- Focus on how your perspective impacts your interpretation of the culture.

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

Topics:

- Retailing (specifically wine and beer) to consumers/businesses around the globe
- Distribution Systems within each country
- Integrated Marketing Communications within the EU
- Innovation and Creativity in both countries
- Consumer Behavior in Paris, France and Prague, Czech Republic
- How people and place impact marketing in both countries

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 10 entries based on marketing observed while on the experience.

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 oral participation letter grade drop.

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.

Disability Accommodations

UNC Charlotte is committed to access to education. If you have a disability and need academic accommodations, please provide a letter of accommodation from Disability Services early in the semester. For more information on accommodations, contact the Office of Disability Services at 704-687-0040 or visit their office in Fretwell 230.

Schedule:

We will meet on three Friday's at 2pm over the course of the semester-January 31, February 21 and probably April 3. Attendance is required at all three meetings.