Course Description: MKTG 3000-001. Global Marketing Practicum: Casablanca and Lisbon (3). Emphasis on the contrast between a mature market and one that is still developing. 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, Portugal and Morocco, operating in two different market groups and currencies. Emphasis will be given to creativity in marketing within each market.

Course Objectives: To:

- Understand how the marketing mix operates in mature European markets.
- Compare the experience of the European Union with a growing economy in a nearby country not in the EU.
- Explore how two different cultures impact Marketing
- Study marketing in an emerging north African environment

Course Methodology: Students are expected to make the most of their experience in Casablanca and Lisbon. 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 to consumers at all economic levels
- Distribution Systems within each country
- Integrated Marketing Communications within each country
- Innovation and Creativity in Portugal and Morocco
- Brands and Consumer Behavior in Portugal and Morocco
- The impact of long established patterns in marketing in the rapidly changing nature of markets

Attendance: Students will be expected to attend every scheduled event and meeting in Charlotte and each city. 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 on site will lose a letter grade!

Grading:

- Test from trip notes 40%
- Oral Participation/Attendance 15%
- Journal 25%
- Presentations/Pre-Test 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 In-Class 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.

All course information will be on Canvas and the student’s responsibility to review the information.

**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.

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

**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:

Friday’s at 3:30pm, February 2, February 16 and March 23 from 3:30pm to 6pm.