**CHRISTOPHER NEWPORT UNIVERSITY   
JOSEPH W. LUTER, III SCHOOL OF BUSINESS**

**MARKETING AND ADVERTISING IN A GLOBAL SETTING:**

**LUTER SEMINAR ABROAD**

**(MKTG 454)   
COURSE SYLLABUS**

PREREQUISITES: Sophomore Standing

SEMESTER: Summer 2020

TIME & LOCATION: Study Abroad Component: May and or June

PROFESSOR: Staff - TBD

Instructor or Professor of Marketing

Luter Hall, Rm. xxx

(757) 594-xxxx

email: [xxxxx@cnu.edu](mailto:xxxxx@cnu.edu%20)

OFFICE HOURS: TBD

TEXTBOOK: *Marketing Communications: A European Perspective* 3rd Edition. (Pelsmacker, Geuens, and Van den Bergh). Prentice Hall, 2007. (ISBN: 978-0-273-70693-9).

COURSE DESCRIPTION

This course examines key aspects of the European marketing environment. Topics include an analysis of culture, consumer behavior, branding, product positioning, and marketing strategy. Particular emphasis will be placed on gaining a contextual understanding the how marketing and advertising function in an international context. The course has an online component as well as a travel abroad component.

FORMAL COURSE OBJECTIVES

Through active participation in the course, students will:

1. Learn fundamental principles and theories of international marketing and global business:

* understand discipline-specific terms and concepts; and
* acquire an understanding of the basic theories and concepts in marketing as they relate to international business and markets.

2. Learn to apply course materials:

* examine the role and importance of culture in the modern business environment
* recognize and define a context specific marketing and advertising issues problem and identify solutions;
* consider the role of culture and regional context in branding and product positioning; and
* demonstrate skills in critical thinking.

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| Grade Composition |  |  |
|  | Item | Percent |
|  | Course Quizzes | 25% (4 best of 6 offered) |
|  | Study Abroad Site Tour Fact Sheet | 15% |
|  | Experience Journal/Microblog | 25% |
|  | 8 to 12 page paper | 25% |
|  | Discussion/Participation | 10 % |
| **Total** |  | 100% |

**Course Quizzes**:

There will **six** course quizzes offered throughout the semester, four of which count toward your final grade (so the two lowest scores are dropped). Each quiz will cover content specified on the ‘course assignment’ outline and will assume a short-essay-answer format. Each essay answer will be evaluated on three main criteria: (1) factual correctness; (2) evidence of having consulted the course materials; and (3) clarity of expression. See the course assignment outline for what content is covered on each quiz. All quizzes are posted on a schedule (see the ‘course assignment outline’ for dates). Once posted, each quiz is self-paced and can be submitted for grading at any time. The first three quizzes, however, should be completed BEFORE our departure date. The remaining quizzes will be due by **Aug 1st.**

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|  | **Date available** | **Required content** | **Content to Choose** | **Due date** |
| *Quiz One* | Spring TBD | Chapter 1 & Rick Steve’s Munich | In Memory of the Camps (Hitchcock) | May 6 (June 17) |
| *Quiz Two* | Spring TBD | Chapter 19 & Rick Steve’s Amsterdam | Chapters 2 and/or 7 | May 6 (June 17) |
| *Quiz Three* | Spring TBD | Rick Steve’s London | Chapters 3 and/or 9 | May 6 (June 17) |
| *Quiz Four* | Spring TBD |  | Chapters 4 and/or 10 | Aug 1 |
| *Quiz Five* | Spring TBD |  | Chapters 12 | Aug 1 |
| *Quiz Six* | Spring TBD |  | Chapters 13 | Aug 1 |

\*\* each student must cover at least **5 chapters** from the textbook (including Chapter 1 and 19 which are required)

\*\* Six quizzes will be offered throughout the semester, your 4 best quiz scores count toward you final grade.

**Site Visit Fact Sheet**:

As assigned in our getting started meetings from the spring, each student has been assigned a location to research and design a fact sheet for the rest of the class to consult when preparing for our various site visits. The primary goal of the fact sheet is to summarize the cultural and academic significance of the place we are visiting/touring. Fact sheets will be evaluated on the added value insight they bring to the site visit as well as on their clarity of expression. Although ‘one page’ is recommend, keep in mind many of us in the class are likely going to review your fact sheet on a smart phone (type) device. So you may think about using a phone-friendly platform to publish your findings. See below for ideas. Fact sheets should be completed by **the week before** our departure date.

**Experience Journal**:

The experience journal will take the form of physical journal or a social media micro-blog (using, for example, Blogger.com or WordPress.com as the platform and your smartphone to upload daily entries). The purpose of the experience journal is to document specific examples of marketing strategy or advertising appeals that differ or contrast dramatically from US consumer markets. Using the classic 4Ps (marketing mix model) as a blogging content framework, daily entries of photos, video, and text (150 word min) are required. Journal entries will be evaluated on relevance and their applicability to the terminology and theories covered in the course text. Exploration of the different types of marketing explored and experienced during the trip (and documented in the journal) will ideally lead to a final paper topic. The journal’s content is due **Aug 1st**.

**Final Paper (8 to 12 pages)**

After studying the classic and standard models of marketing and advertising from our textbook, each student will be required to explore an analytical topic that relates to marketing and the cultural aspects of Europe in a 8 to 12 page paper. The primary task of the paper is to develop a thesis related to our topic of study and provide the necessary support or discussion needed for its development. The paper is 8 to 12 pages in length and is due on **August 1**. An assignment grading rubric, paper topic ideas, and checklist will be provided on Scholar.

**Discussion and Class Participation**:  
Each student is required to attend and participate in class discussion that pertain to the different places we visit while studying abroad. Formulating relevant and informed questions are also expected. Professionalism and respectful disagreement (if occasioned) are required.

WRITTEN AND ORAL COMMUNICATION

This course provides students an opportunity to practice their written communication skills by completing writing assignments. In addition, oral communication skills will be exercised during the class discussion and study abroad portion of the class.

DISABILITIES

In accordance with the Americans with Disabilities Act of *1990* (ADA), reasonable accommodations will be made for students possessing a disability. If *you* believe that *you* have a disability, *you* should make an appointment to discuss your needs. In order to receive an accommodation, your disability must be on record in the Dean of Students Office, 3rd Floor David Student Union/DSU (telephone 594-7160).

THE CNU HONOR CODE (It is expected that all students comply with the CNU Honor Code at all times.)

*"On* my *honor, I will maintain the highest possible standards of honesty, integrity and personal responsibility. That means I will not lie, cheat,* or *steal and as a member of this academic community, I am committed* to *creating an environment of respect and mutual trust."*

MISSION STATEMENT OF THE LUTER SCHOOL OF BUSINESS *Our mission is to educate and prepare undergraduate students for successful careers in business and service to society. We seek to develop students intellectually, professionally, and personally through a liberal arts based, rigorous program that will distinguish them as critical thinkers, articulate communicators, and ethical business leaders. The Luter School enrolls a highly selective student body primarily from Virginia and the surrounding region. Students develop multi-disciplinary competencies and specialized skills necessary to excel in prestigious graduate programs and the global economy. The faculty provides high-quality, student-centered instruction that both challenges and inspires students. Faculty members produce peer-reviewed, discipline-based, applied and pedagogical research and other intellectual contributions to their respective fields. The Luter School actively engages with private and public sectors to provide leadership, learning, and service opportunities. Quality is assured by maintenance of accreditation with AACSB International*

*.* ***Schedule of Contact Hours for MKTG 454***

***Summer 2020***

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| ***Date(alt. date)*** | | ***Description*** |
| Spring – TBD | Classroom Introduction – Trip Overview / Syllabus Review / Lecture on Introduction of Course | |
| Spring – TBD | Classroom Lecture – Part I Readings | |
| Spring – TBD | Quiz – Part I (Scholar) | |
| Spring - TBD | Discussion / Lecture (via Scholar) of Part II Readings | |
| Spring – TBD | Quiz – Part II (Scholar) | |
| Spring – TBD | Discussion (via Scholar) of Part III readings | |
| Spring – TBD | Quiz – Part III (Scholar) | |
| Spring – TBD | Discussion (via Scholar) of Part IV readings | |
| Spring – TBD | Quiz – Chapter IV (Scholar) | |
| Wednesday, 5/6 (6/17) | Airport Departure - Discuss trip expectations, journals and deliverables before takeoff | |
| Thursday, 5/7 (6/18) | Munich – Tour of BMW Automotive Facility; guided tour, lecture and discussion | |
| Friday, 5/8 (6/19) | Munich - Cultural tour of Dutches Museum and Residenz; guided tour and discussion | |
| Saturday, 5/9 (6/20) | Munich – Tour of Spaten - Franziskaner Brewery; guided tour, lecture and discussion | |
| Sunday, 5/10 (6/21) | Transfer to Stuttgart – Munich debriefing | |
| Monday, 5/11 (6/22) | Stuttgart – Tour of Porsche Factory; guided tour, lecture and discussion | |

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| ***Date(alt. date)*** | | ***Description*** |
| Tuesday, 5/12 (6/23) | Stuttgart – Tour of Stihl Worldwide HQ and Facility; guided tour, presentations, lecture and discussion / Transfer to Amsterdam – Stuttgart debriefing | |
| Wednesday, 5/13 (6/24) | Amsterdam - Aalsmeer Flower Market - Tour of the Market and Auction Floor; guided tour, lecture and discussion / Cheese Farm and Bakery Museum; guided tours, lectures and presentations | |
| Thursday, 5/14 (6/25) | Amsterdam – Zaanse Schans - Wind Mills (Oil, Paint, and Saw Mills) – / Heiniken Expereince Brewery Tour; guided tour, presentation, lecture and discussion | |
| Friday, 5/15 (6/26) | Amsterdam – Ann Frank House and Van Gogh Musuem Cultural Tour; guided tours, presentations and discussion / Overnight Ferry to UK - debriefing | |
| Saturday, 5/16 (6/27) | London - Churchill War Rooms and WWII cultural tour; guided tour, presentation and discussions | |
| Sunday, 5/17 (6/28) | London – Tour of Windsor Castle; Visit to the Museum of Branding and Advertising | |
| Monday, 5/18 (6/29) | Travel to Oxford – Mini Plant; Guided Tour, Tour of Oxford and Stonehenge | |
| Tuesday, 5/19 (6/30) | London - Fuller Brewery Tour; guided tour, lecture and discussion | |
| Wednesday, 5/20 (7/1) | Transfer to USA – London debriefing and discussion on course deliverables | |