INSTRUCTORs: Dr. Stephen W. McDaniel (“Dr. Mac”)  
Professor of Marketing  
(979) 845-5801, s-medaniel@tamu.edu  
Office: 201G Wehner  

Mrs. Lisa M. Burton  
Career Coordinator, Mays Business School  
lmburton@tamu.edu  

Ms. Kelli Hollinger  
Director, Center for Retailing Studies, Mays Business School  
khollinger@mays.tamu.edu  

COURSE LOCATION: Europe under the sponsorship of the Texas A&M University Study Abroad Program  

PREREQUISITES: Marketing 321 or 409  

CREDIT HOURS: 3 (with a possibility of another 3 hours for IBUS/MKTG 403 related to this trip – see IBUS/MKTG 403 syllabus)  

TEXTBOOK: Readings/Resource Book to be provided  
Students should use www.dropbox.com to access their electronic program book during the trip. Students are required to download the electronic version to their devices for easy access to the course material. More information will be sent out closer to departure.  

COURSE DESCRIPTION: This course is intended to introduce marketing students to the many facets of working in a global marketplace. The format employed in this course is unique in that students are provided both a traditional classroom-like experience at various European company locations, along with personal exposure to a variety of European cultures. This first-hand experience will facilitate understanding of the global marketplace in which these marketing students will function.  

COURSE OBJECTIVES:  
1. To familiarize students with the cultural environment of each country visited and to facilitate cross-cultural understanding.  
2. To gain an appreciation of the importance of international trade for the world, the U.S., international firms based in the U.S., and other firms doing business in Europe.  
3. To acquire an understanding of strategies and tactics pertinent to global marketing efforts and the conditions under which they are most likely to be successful.  
4. To understand under what circumstances global marketing efforts are likely to be different from domestic marketing programs.  
5. To gain an appreciation of international marketing as a potential career opportunity.  
6. To provide students with an in-depth view of the marketing planning process for products produced by the companies visited.
COURSE REQUIREMENTS:

1. Follow the “Rules of Conduct” contract that must be signed by each student prior to departure.

2. Prepare and present a formal report on one of the cities or companies to be visited during the trip. A two-page group paper will be turned in during the spring semester, then presented in Europe.

3. Attend all pre-departure meetings (1/22/18, 2/19/18, 3/19/18, 4/16/18), all company visits and all required group meetings. A one letter grade penalty will automatically be assessed for each company visit/required group meeting missed (attendance is required for the entire presentation or meeting). Point deductions will be assessed for absence or tardiness at meetings.

4. Actively participate in all company visits. Be awake, alert and attentive; ask thoughtful questions; be courteous to host executives. Dozing off during company presentations is not acceptable and you will have points deducted from your Professional Conduct grade - get up and get some water or stand in the back of the room if needed.

5. Cooperate with faculty coordinators and be considerate of other participants at all times during the program. Professional behavior is expected at the hotels as well as on the bus and at company visits. Failure to represent the United States and Texas A&M University in a favorable and professional manner at all times will result in severe course-grade penalties and possible immediate expulsion from the program.

6. Complete a typed final report of your experiences throughout the program. This final report is to be submitted to the Marketing Department office (220 Wehner) for grading purposes no later than 5:00 PM on Thursday, July 12 or mailed, to be received by that date/time, to: Dr. Steve McDaniel; Dept. of Mktg.; 210 Olsen Blvd; 4112 TAMU; College Station, TX 77843-4112. A five point penalty will be imposed for each day it is late.

Report Formatting:
- All six report sections will be typed using Times New Roman 12 point font, 1” top, bottom and side margins, double-spaced.
- Your report should be bound. It needs to look professional.
- You should number each page of your report and include a table of contents.
- You are expected to have a cover page for your report.
- The six sections (seen below) of your report should be divided by tabs. The tab page should have the title of that section on the tab itself. Apart from that, the name of that section can also be on that tab page or on the page following. Since the name of the section is on the tab itself, putting it on the tab page or on the next page is optional.
- Your final report will be evaluated on the quality of the following six required components.
Report Components:

a. **Daily journal.** Exactly a one page double-spaced journal for each day of the program (excluding the 2 Travel Days – i.e., your first page should mainly deal with Oxford – so 26 days and pages), describing your activities and observations on that date. Entries should include things you learned from the city, country, culture, fellow students, locals, museums, parks, etc., you visited on that date. On days we have student presentations, briefly mention that session and a one sentence takeaway from each team’s presentation. **Don’t devote a lot of space to what you ate for breakfast, lunch dinner, etc.** – focus on things you did and what you learned. For Arts & Cultural Days, be sure to include specific things you did and learned that day – e.g., name of museums visited, works of art you saw, and artist’s/sculptor’s names, what you learned from your tours or free day visits – be specific. Proper spelling, grammar and sentence construction are important for this section and all the other sections. Please proof read – and no run-on sentences (Dr. Mac’s pet peeve!) – see examples in “How to Make an’ F’ on your Marketing Study Abroad Report.” NOTE: Journal entries must be exactly one page double-spaced.

b. **Company notes.** Exactly a one-page double-spaced write-up of your notes for each company visit containing what you learned from the visit and/or presentation. Include important details. This is in addition to your daily journal entry for the company visit date. Don’t have just one long paragraph. Break it up by paragraphs when appropriate. Note: Make sure you get the speaker’s first and last names, spell them correctly, and in your paper (and in addressing them/referring to them) don’t call them by their first names.

c. **Retailer Comparisons: London vs. Paris.** Exactly a two-page double-spaced comparison of three retailing strategies observed in Harrods of London vs. Galeries Lafayette in Paris. You are to compare these two retailers on at least three of the following: a) customer service, b) merchandise presentation (including fixtures), c) signage/in-store promotion, or d) store layout/design (including ambiance/atmospherics). Have subheadings for each of these sections. Have a “Conclusions” paragraph summarizing your assessment and selecting the store you preferred the most.

d. **Interviews.** A one to two-page double-spaced interview with a native resident of each of the following cities: 1. London, 2. Paris, 3. Avignon, Verona, or Venice, 4. Nice, 5. Innsbruck, 6. Lucerne, and 7. Munich. Ask what they like and dislike about the U.S., along with other questions, such as their job, education, favorite foods, sports team, local customs, and politics. It is permissible for more than one student to interview the same person, but each student should write up the answers themselves. Persons from companies visited may not be used for this purpose. Your write-ups should be in Question & Answer format with your Questions in regular font and their Answers in bold. **Take a picture of each person you interview (if they permit that) and include their photos in your Final Report** (black & white photos are fine).
e. **Cultural Differences.** In bullet point form, a one or two sentence description of at least five cultural differences (compared to the U.S.) you observed or experienced in each country visited (UK, France, Monaco, Italy, Germany, Switzerland, Austria).

f. **Group City/Company write-up.** A copy of your group paper – exactly a two-page, single-spaced write-up of the city/company/topic that you were assigned for your group presentation. (12 point, Times New Roman, single-spaced, 1” margins.) Your group should choose at least two visuals that best represent your topic and include in your paper. Your paper should be well-organized, with sources cited within your paper by use of an upper case number, and then a complete bibliography placed at the end of your paper (bottom of p. 2), single-spaced in 8 point font – no spaces between sources. **Do not copy word-for-word from another source** – this is plagiarism – you need to re-word and combine information from several sources. Take the information you find and put into your own words. Since this will be included in the course book that everyone will have, your group paper should be interesting, well-written, carefully proof-read, with no typos or grammatical errors. Our expectations are very high for the quality of this paper. Again, everything, including sources, must fit onto 2 pages (don’t have a cover page). Prior to leaving for Europe, you will be placed in a four-person group. Your group will be assigned either a city or a company we will visit. Prior to our departure, you are to individually research (via the Internet and by other means) that city or company/organization to get information to be written up and then orally presented to the entire Study Abroad group upon our arrival in that country/prior to our company visit. You are to get together with your group at least one time prior to departure and coordinate the various team members’ roles in the presentation your group will give to the entire Study Abroad group while we are in Europe. Your group will give its presentation at the orientation meeting – typically held at the hotel when we first get to that city.

**Guidelines for Group Presentation:**
- The entire group presentation should be 10-12 minutes.
- All group members will speak about the same amount of time.
- Each person’s part of the presentation should be extemporaneous (i.e., well-rehearsed) with no notes and not read. No reading from your report!
- Make sure your presentation is interesting, showing some passion about your topic (a boring presentation is unacceptable!).
- Think of something radical, out-of-the ordinary, outside-the-box to engage the audience and make your presentation interesting and memorable. Use your creativity! Don’t just stand up and talk boringly! Use appropriate humor!
- Each person in the group should have prepared at least one visual ahead of time (although we won’t have access to any technology in the room). Each person should have something to show us.
- At least one of the visuals your team uses should be a prepared handout for everyone. Have 84 copies of at least one handout to pass out before you begin your presentation.
- “Outstanding Presenter Awards” and an “Outstanding Team Project Award” will be given after we return to the States for those who did the best job in their reports and oral presentations.
Prior to leaving for Europe, your group will e-mail your two-page report to Ashlyn Wade at wadea2017@tamu.edu by 5:00 PM on Thursday, March 29 for inclusion in our course book. If late, one grade letter will be deducted from each group member’s grade on this report for every day it is late. Be sure to keep a back-up copy.

7. Create a Photobook containing pictures of the trip. Here are the requirements for this assignment. Your grade will be based on the extent to which you carry out these requirements, as well as the appearance and layout of the book as a whole and of the individual pages.
   a. **Length.** Photobooks should be at least 40 pages in length (20 pages front and back) – they can certainly be much longer than this – whatever you like.
   b. **Format: Lay-Flat Option.** This costs more, but is worth it – it makes it easier to read and look through.
   c. **High resolution photos only!** Don’t save low resolution photos from Facebook or from another source to use in your photobook. They will be blurry and even pixilated. We expect that 100% of you will upload your photos to the group sharing method we’ll create. That way we can share each others’ photos. This is great for your photobooks since others might have some excellent photos of you that you didn’t take with your camera. But **make sure you are downloading a high-resolution photo.**
   d. **At least 12 single page photos.** At various places in your Photobook, have single page photos (make sure they are high resolution!) of some of your favorite shots.
   e. **Size.** Your photobook can be no smaller than 8 X 11 – they can be larger – e.g., 12 X 12, 10 X 13.
   f. **Content.** Your photobook should be organized well and laid out creatively. Have your photos in order of our trip itinerary. Pictures included in the book should reflect most or all company visits, tours, cultural experiences, social outings, and landscapes/cityscapes.
   g. **Labels.** Make sure you have labels and text in your photobooks indicating cities and major sites/locations – titles and captions are important! Have labels under photos that are showing a key site, such as Big Ben, Tower Bridge, Eiffel Tower, Pont du Gard, a company visit. Text boxes are good for briefly telling about a photo or group of photos.
   h. **Extra creativity.** Including scanned items (such as admission tickets), having nice backgrounds, and other extra touches are appreciated.
   i. **Cover Options.** You decide what cover you want such as Framed Photo, Full Photo, Suede, Leather, and Hardback with Dust Jacket. Go for the nicest look that is your style. Having a beautiful photo (or photos) on the front cover (and even back cover) is generally preferred. **Be sure your name is on the front cover.** (Name and photobook title on the spine is also a nice touch.)
   j. **Plan ahead.** Think about what you want your book to look like and decide what company you will use before we leave. As a result, when you get back from Europe (or while you are in Europe) all you need to do is create the book, drop the pictures in, put in your labels/titles/captions, and not have to worry about how and where you are going to have the book made. Time will be short when we get back to get all this done.
   k. **Creating, Printing, and Binding Your Photobook.** The options are endless. There are thousands of print/photo companies available. The books should be high quality as they will be a keepsake forever – **be creative!** Almost all companies offer a free bookmaking template, customization options, and some companies allow you to create your book in Adobe and have ultimate customization. Choose the **Custom or Premium**
books over the Standard (they may cost a little more but will be higher quality – remember this is a keepsake!)

Possible Photobook Companies to use include Shutterfly.com; MixBook.com; Snapfish.com. The main thing is to make sure they have a Lay-Flat Option. Look for Groupon coupons or other specials these companies are running constantly – never pay full-price! We’ll give your report and photobook back to you at our Reunion Bar-B-Q.

COURSE GRADE:
Your course grade for IBUS/MKTG 402 will be determined according to the following:
1) Typed Final Report (hard black-and-white copy due July 12) 20%
2) Photobook (hard copy due July 12) 20%
3) Group City/Company Handout and Presentation (email to Ashlyn at wadea2017@tamu.edu by 5 pm on March 29) 20%
4) Professional Conduct/Behavior in pre-departure meeting attendance and at all times during the trip (i.e.“How well you represent Texas A&M University 24/7”) See “Rules of Conduct” for specific expectations. A Peer Evaluation will be heavily used for input in determining this grade 40%

PEER EVALUATIONS:
Following our return to the States, you will be asked to provide a confidential peer evaluation of the students on the trip. Specifically, you will be asked to name students who best represented Texas A&M and the U.S. and any students who did not represent us well. This peer evaluation will be a major factor in determining the Professional Conduct/Behavior part of your course grade.

STUDENTS WITH DISABILITIES:
The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you believe you have a disability requiring an accommodation, please contact the Department of Student Life, Services for Students with Disabilities in Room 126 of the Koldus Building, or call 845-1637.

AGGIE HONOR CODE:
“An Aggie does not lie, cheat, or steal, or tolerate those who do.” This applies to all parts of the Study Abroad program. For example, you are to take your own notes during company visits, interviews, etc. and not use notes from someone else (current student or former student); all parts of your final report are to be your own work and not anyone else’s. You have a responsibility to report violations by you or others of any part of the Aggie Honor Code to your instructors.
How to Make an “F” on Your Marketing Study Abroad Report

1. Don’t put your name anywhere on the cover.
2. Leave out whole sections or whole days of journals.
3. Don’t have tabs.
4. Use whatever size and type of font, margins, and spacing you want rather than what’s called for in the syllabus.
5. Have exaggerated spacing and only half-pages of journals and other assignments.
6. Type up your journals, and other sections, just like you talk. **Don’t pay any attention to spelling, proper grammar, and especially run-on sentences** that go on for several lines without a period.
7. Speaking of proper grammar, when describing what you and your friends did, **always list yourself first** (e.g., “Me, Angela, and Rebecca went to a great restaurant to eat.”)
8. On bike tour days and other days when there were opportunities to “learn” things about the city or something we visited that day, **don’t include anything you learned** anywhere in your report (e.g., in your journal for that day, just focus on sleeping and eating).
9. Be very general in your company notes – make it sound like you didn’t take one note the entire visit.
10. Don’t sweat the “small stuff” – things like the names of speakers, guides, and places visited.
11. Remember “History is for Losers” - don’t show that you learned anything about the history of any of the places visited.
12. In your interviews, have only one-sentence answers, don’t bold those, and make sure your write-up reflects that, in your interviews, you always stuck with your script, rather than following up with any of their answers. For example:
   Q. “What do you think of the U.S.?”
   A. “I don’t like it.”
   Q. “What is your favorite sport?”

* * * 

A “run-on sentence” is a sentence that has a subject and verb and another subject and verb, without being separated by one of the following: a) a comma and a conjunction (such as and, but and so); b) a semi colon; or c) a period, thus making it two sentences. For example:

Incorrect - Run-on sentence:
We went to the Barracuda restaurant and I had a great seafood platter.

Correct - Not run-on sentence:

a) We went to the Barracuda restaurant, and I had a great seafood platter.

b) We went to the Barracuda restaurant; I had a great seafood platter.

c) We went to the Barracuda restaurant. I had a great seafood platter.

**Run-on sentences are Dr. Mac’s “pet peeve.”**
How to Make an “F” on Your Marketing Study Abroad Photobook

1. Don’t put your name anywhere on the cover.
2. Don’t go to the trouble of using High Resolution photos. Just use low quality Low-Resolution photos so your photos are rather blurry (and even pixelated – those get attention!). Oh, and a Low-Resolution, blurry, and even pixelated COVER PHOTO really gets noticed!
3. Have fewer than 40 pages (20 pages front and back).
4. Create a boring, solid color cover with no photo (oh, yea, and with no name).
5. Don’t have country/city headings. Just let the reader figure out where a page of pictures is from (if the reader doesn’t know the Eiffel Tower is in Paris, that’s their problem, right?)
6. Don’t have descriptive headings for some of the individual photos. For example, if you have a great shot of the outside of Westminster Abbey, why put what it is under the photo? (What’s to stop the reader from going there themselves and figuring it out?)
7. Don’t check spelling on things – Westminster Abbey, Westminister Abby; Eiffel Tower, Eiffle Tower – what’s the difference?
8. Don’t use any color and creativity in backgrounds and photo arrangements.
9. Don’t scan in any extra items or go to any extra trouble at all other than just quickly dropping in random photos from your camera.
10. Have page after page of many small photos (the smaller the better!), not drawing attention to any ones in particular. Don’t pay any attention to the requirement that at least 12 pages should be fullpage Wow!-type photos showing off your favorite photos.
11. Have page after page of only full-page photos, drawing attention to each of them the same.
12. Each photo is either: a) a picture of a building (with, of course, no title); or b) a picture of only you standing in front of something (why let the reader know there were other people along?)
13. Pretend like you never had any professional visits – only show “fun party” pictures (the more with alcohol beverages the better!)
14. Turn it in whenever you want to – not by the deadline date.
How to Make an “F” on Your Professional Conduct Grade

1. Have the attitude, “I’m an adult, I’m free, I’m on vacation, so I’ll do what I want, when I want.”
2. Make drinking in every city a PRIORITY. Don’t stop with just one alcoholic drink, KEEP DRINKING! After all, what are friends for? They can help you back to the hotel – and you can sleep it off tonight.
3. Drink so much that you are obnoxious to the restaurant/hotel staff and locals as well, and a real pain to your friends. It’s always good to embarrass yourself and your friends.
4. Establish a reputation among the other study abroad students and faculty as an “alcoholic.” Then you can be identified in peer evaluations after the trip as someone who did not represent Texas A&M and the U.S. well. Plus, that’s the reputation your peers and faculty will have of you forever.
6. During company visits, show how bored you are by not taking notes, letting your eyes go shut and your head drop. It’s also good to yawn real wide (don’t clinch your teeth to cover the yawn – big, open-mouth yawns are the best), and look at your watch. Maybe whisper once in a while to your friend next to you. Also make sure you’re chewing gum.
7. Never ask a host/guest speaker a question - or answer a question they ask. Let others do that. Use the excuse, “I’m just not that outgoing “ or “I just don’t like participating in a group setting.”
8. Be really loud everywhere you go – e.g., the hotel lobby, hotel hallway, hotel room, restaurants. After all, we’re there to live up to the image of “the loud, obnoxious American!”
9. Be as profane as possible. When with the other study abroaders, tell dirty jokes, use a lot of cuss words and vulgarities. This also makes for good peer evaluations since other students are aware of your good upbringing and refinement.
10. Be all about you. Be a slob, keep your roommate awake by talking on the phone til 2:00 AM. Make sure your group always does only what you want to do.
11. Be a complainer. Make sure to always be whining about SOMETHING – how hot (or cold) the weather is, the fact that it’s raining AGAIN, how long the coach ride is, how early you have to get up, how uncomfortable your shoes are, how the speaker’s English wasn’t that good (question – so how’s your French?).
12. Be consistently late. Have the attitude, “So I have to pay a fine – big deal – I’ve got money.”
13. Completely ignore the Rules of Conduct you signed. Be your own person. Don’t be constrained by “rules” that somebody made up. After all, “This is My trip, paid for by Me (or my parents), so I don’t have to be accountable to anybody!”