

SUMMER CERTIFICATE PROGRAM

MARKETING

Summer Business Certificate

Certificate awarded by: Groupe ESCE International Business School

Welcome event: July 2nd, 2018 (morning)

Start date of courses: July 2nd, 2018 (afternoon)

End date: July 26th, 2018

Certificate Ceremony: July 26th, 2018

Total ECTS: 9

Total contact hours: 72

Program requirement: a minimum 18 years of age

Program location: ESCE Paris - Campus Eiffel I, 10 Rue Sextius Michel, 75015 Paris

Language of instruction: French/English

CONTACT: summer@pariseiffel.fr

PROGRAM FEE: 1,900€

FEE INCLUDES:

- Orientation/Welcome Event
- Weekly cultural visits/activities
- Computer accounts at the school (WIFI access)
- Access to the school's MediaCenter
- Official transcript of grades
- Program Certificate
- Certificate Ceremony

VISITS:

1 cultural visit/activity per week (visits of famous Parisian monuments and quarters). Activities will be organized with the aim of highlighting different aspects of French culture and traditions while enjoying the time in Paris.

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PROGRAM COURSE LIST

Course Title	ECTS (credits)	Contact hours	Level (undergraduate or graduate)
Global Marketing	3	24	undergraduate
Digital Marketing	3	24	undergraduate
Sensory Marketing	3	24	undergraduate

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PROGRAM COURSE DESCRIPTIONS

COURSE 1 - GLOBAL MARKETING

<input checked="" type="checkbox"/> Face-à-face	<input type="checkbox"/> On line	<input type="checkbox"/> Coaching, tutorat
Présentation générale du cours General course description	This course will provide an overview of international marketing and global marketing strategies. We will evaluate the environmental studies and challenges by evaluating the barriers to entry both on cultural and policy levels. Individual class projects will emphasize current trends and propose an original outlook into business possibilities of international marketing strategies of global corporations.	
Langues d'enseignement Languages of instruction	Ce cours est presté en : <input type="checkbox"/> Français <input checked="" type="checkbox"/> Anglais <input type="checkbox"/> Groupes en Français et Groupes en Anglais <input type="checkbox"/> Autres langues, précisez :	
Pré-requis Prerequisites	Fundamentals of Marketing Or Principles of Marketing	
Modalités d'évaluation Assessment methods	PARTIEL (organisé par la scolarité, dans la semaine bloquée d'examens) : 0%	
	Evaluation collective : 0% Group assessment	Evaluation individuelle : 0% Individual assessment
	Modalités d'évaluation : <input type="checkbox"/> QCM <input type="checkbox"/> Cas <input type="checkbox"/> Essai <input type="checkbox"/> Problématique réelle d'entreprise <input type="checkbox"/> Projet à présenter <input type="checkbox"/> Présentation orale <input type="checkbox"/> Autres, précisez :	Modalités d'évaluation : <input checked="" type="checkbox"/> QCM <input checked="" type="checkbox"/> Cas <input checked="" type="checkbox"/> Essai <input type="checkbox"/> Problématique réelle d'entreprise <input type="checkbox"/> Projet à présenter <input type="checkbox"/> Présentation orale <input type="checkbox"/> Autres, précisez :
	CONTROLE CONTINU (organisé par le professeur) : 100%	
	Evaluation collective : 60% Group assessment	Evaluation individuelle : 40% Individual assessment
	Modalités d'évaluation : <input type="checkbox"/> QCM <input checked="" type="checkbox"/> Cas <input type="checkbox"/> Essai <input checked="" type="checkbox"/> Problématique réelle d'entreprise <input checked="" type="checkbox"/> Projet à présenter <input checked="" type="checkbox"/> Présentation orale <input type="checkbox"/> Autres, précisez :	Modalités d'évaluation : <input checked="" type="checkbox"/> QCM <input checked="" type="checkbox"/> Cas <input checked="" type="checkbox"/> Essai <input type="checkbox"/> Problématique réelle d'entreprise <input checked="" type="checkbox"/> Projet à présenter <input type="checkbox"/> Présentation orale <input type="checkbox"/> Autres, précisez :

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Bibliographies References	Global Marketing by Keegan and Green, Pearson, 9 th global edition, 2016.
Disponibilité numérique du cours Course digital access	<p>Est-ce que le syllabus du cours est disponible sur Moodle ?</p> <p><input checked="" type="checkbox"/> Oui <input type="checkbox"/> Non</p> <p>Les étudiants trouvent aussi sur Moodle (cocher autant de cases que nécessaire) :</p> <p><input checked="" type="checkbox"/> Des PowerPoint du cours <input checked="" type="checkbox"/> Des exercices d'approfondissement <input checked="" type="checkbox"/> Des travaux pratiques <input checked="" type="checkbox"/> Des vidéos, des tutos <input checked="" type="checkbox"/> Des articles, des cas <input type="checkbox"/> Autres supports, précisez :</p>

PROFESSIONAL SKILLS			SOFT SKILLS		
MPS1	Identify managerial issues taking into account the implications of the international context	II	MSS1	Demonstrate managerial skills	I
MPS2	Master methodological resources and an analytical skill set	II	MSS2	Act independently in a complex and changing environment	III
MPS3	Formulate diagnostic analyses of identified issues as they pertain to regional contexts	II	MSS3	Navigate within a multicultural/ intercultural context	II
MPS4	Generate a detailed innovative plan of action to address identified issues	III	MSS4	Execute tasks efficiently at a high level of performance	III
MPS5	Implement the action plan	III	MSS5	Understand, apply and transmit information	II
MPS6	Identify appropriate assessment measures based on a series of key performance indicators to ensure plan effectiveness	III	MSS6	Mobilise existing as well as acquire new knowledge	III
MPS7	Prepare and present concise and precise reports that identify areas for improvement	II	MSS7	Demonstrate leadership incorporating ethical behavior and responsible social and environmental attitudes and actions	II

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Plan détaillé (Detailed plan)

- Definition of International Marketing
- Importance of Global Marketing
- Competitive Advantage of Globalization, a necessity for some industries
- Single-Country Marketing vs. International Marketing
- Risks of Global Marketing
- Global Marketing Strategy (GMS)
- Standardization vs. Adaptation

Case Study I: Mattel Barbie

- EPRG - Ethnocentric, Polycentric, Regiocentric, Geocentric Multi-lateral Trade Agreements
- Product Development Costs
- World Economic Trends
- Leverage
- Opposition to Globalization National Controls
- WTO and GATT
- Preferential Trade Agreements

Case Study II: Cuba

- Discussion case study
- Product lifecycle
- Design - Adaptation - Segmentation - Competitive Analysis - Consumer Behavior 4 Ps
- Regulations and Laws - Intellectual Property
- Product Strategy - Brand Strategy - Price Strategy - Communication Strategy Integrated Marketing Communications

Case Study III: McDonald's

- The Challenges of Cultural Immersion and Adaptation
- Case - EuroDisney
- Case - MTV
- Case - eBay and Google in China
- Sources of Market Information
- Primary and Secondary data sources
- Direct Sensory Perception
- Challenges of Global Market Research
- International Market Research Process

Case Study V: Research Helps Whirlpool Act Local in the Global Market

- Class Title: Final Group Project Assignment
- The Marketing Outline
- The Project Requirements

Case Study IV: Fair Trade Coffee: Ethics, Religion, and Sustainable Production

- The Marketing Outline
- The Project Requirements

Case Study IV: Argentinian Wines

Case Study V: Fair Trade Coffee: Ethics, Religion, and Sustainable Production

- Identifying the Problematic
- Understanding SMART
- Creative problem solving methods
- Involvement/Risk/Reward of Market Entry Strategies
- Licensing and Special Licensing Arrangements
- Foreign Direct Investment (FDI)
- Joint Ventures
- Investment via Ownership or Equity Stake
- Global Strategic Partnerships
- Nature of Global Strategic Partnerships
- Success Factors

Case VI: SAB Miller

- Export selling vs. Export Marketing
- Government Programs that support exports
- Government Actions to discourage Imports and block market access
- Tariff Systems
- Customs Duties
- Foreign Purchase Agents

Case Study VI: Concerns about Factory Safety and Worker Exploitation in Developing Countries

- Advertising and Public Relations (standardization vs. Adaptation)
- Agencies
- Creating Global Advertising
- Cultural Considerations
- Think and Feel Country Clusters
- Global Media Decisions
- Global Advertising Expenditures
- Media Decisions
- Public Relations and Publicity
- The Growing Role of PR in Global Marketing
- How PR Practices Differ Around the World

Final Individual Projects due

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PROGRAM COURSE DESCRIPTIONS

COURSE 2 - DIGITAL MARKETING

<input checked="" type="checkbox"/> Face-à-face	<input type="checkbox"/> On line	<input type="checkbox"/> Coaching, tutorat
Présentation générale du cours General course description	This course will provide an overview of E-Marketing and implement a strategic plan. Analyzing current Internet, mobile, and multi-media campaigns, we will evaluate evolving marketing techniques and promotional technologies and find ways to integrate them into an effective communications strategy. Emerging media channels and cases will be analyzed to predict future trends. Class projects will emphasize current trends and propose an outlook into the new marketing landscape.	
Langues d'enseignement Languages of instruction	Ce cours est presté en : <input type="checkbox"/> Français <input checked="" type="checkbox"/> Anglais <input type="checkbox"/> Groupes en Français et Groupes en Anglais <input type="checkbox"/> Autres langues, précisez :	
Pré-requis Prerequisites	Fundamentals of Marketing Or Principles of Marketing	
Modalités d'évaluation Assessment methods	PARTIEL (organisé par la scolarité, dans la semaine bloquée d'examens) : 0%	
	Evaluation collective : 0% Group assessment	Evaluation individuelle : 0% Individual assessment
	Modalités d'évaluation : <input type="checkbox"/> QCM <input type="checkbox"/> Cas <input type="checkbox"/> Essai <input checked="" type="checkbox"/> Problématique réelle d'entreprise <input checked="" type="checkbox"/> Projet à présenter <input checked="" type="checkbox"/> Présentation orale <input type="checkbox"/> Autres, précisez :	Modalités d'évaluation : <input type="checkbox"/> QCM <input checked="" type="checkbox"/> Cas <input type="checkbox"/> Essai <input checked="" type="checkbox"/> Problématique réelle d'entreprise <input checked="" type="checkbox"/> Projet à présenter <input checked="" type="checkbox"/> Présentation orale <input type="checkbox"/> Autres, précisez :
	CONTROLE CONTINU (organisé par le professeur) : 100%	
	Evaluation collective : 60% Group assessment	Evaluation individuelle : 40% Individual assessment
Modalités d'évaluation : <input type="checkbox"/> QCM <input checked="" type="checkbox"/> Cas <input type="checkbox"/> Essai <input checked="" type="checkbox"/> Problématique réelle d'entreprise <input checked="" type="checkbox"/> Projet à présenter <input checked="" type="checkbox"/> Présentation orale <input type="checkbox"/> Autres, précisez :	Modalités d'évaluation : <input checked="" type="checkbox"/> QCM <input checked="" type="checkbox"/> Cas <input checked="" type="checkbox"/> Essai <input type="checkbox"/> Problématique réelle d'entreprise <input checked="" type="checkbox"/> Projet à présenter <input type="checkbox"/> Présentation orale <input type="checkbox"/> Autres, précisez :	

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Bibliographies References	E-marketing 7th ed., Judy Strauss, Raymond D. Frost, Prentice, Routledge, 2016 E-marketing et e-commerce : Concepts, outils, pratiques Ed. 2, Stenger, Thomas, Bourliataux-Lajoinie, Stéphane, Dunod, 2014 Strategic Innovation, Afuah, Allan, Taylor & Francis, 2009 Exploring Innovation Ed. 2, Smith, David, McGraw-Hill UK, 2009 Design-inspired Innovation, Utterback, James, Vedin, Bengt-Arne, World Scientific Publishing Company, 2006
Disponibilité numérique du cours Course digital access	Est-ce que le syllabus du cours est disponible sur Moodle ? <input checked="" type="checkbox"/> Oui <input type="checkbox"/> Non Les étudiants trouvent aussi sur Moodle (cocher autant de cases que nécessaire) : <input checked="" type="checkbox"/> Des PowerPoint du cours <input checked="" type="checkbox"/> Des exercices d'approfondissement <input checked="" type="checkbox"/> Des travaux pratiques <input checked="" type="checkbox"/> Des vidéos, des tutos <input checked="" type="checkbox"/> Des articles, des cas <input type="checkbox"/> Autres supports, précisez :

PROFESSIONAL SKILLS			SOFT SKILLS		
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Plan détaillé (Detailed plan)

- What is Innovation? E-Marketing?
- Innovation as techne vs technology
- Final project explanation
- Team creation and Team page
- Programming the Show and Tell*
- Case Study 1: Barack Obama Campaign

Assignments: Team page, Barack Obama Campaign

Show and Tell

- Internet 101
- Digital marketing Past : Web 1.0
- Evolution to today and expectations for the near future
- Marketing Implications: Global Reach, Open Standards, Scalability, Task Automation
- Power Shift from Seller to Buyers
- What is Web 3.0

Final Presentation Project Description and Team Page Assignment presentations.

Show and Tell

- Situational Analysis: Macro and Micro
- Competitive Analysis
- Marketing Segmentation
- Consumer Behavior
- Target Marketing and Niches
- SWOT
- Orienting the Problematic for project

Assignment: Situational Analysis of Client

Show and Tell

- Strategic Objectives
- ESP Model
- Digital Strategy
- Levels of Commitment to E-Business
- E-Business Models
- Performance Metrics
- ROI

Case Study 2: Amazon.com

Assignment: Competitive Analysis Research

Digital Marketing Plan for Communications. Understanding Corporate objectives and the roles of Advertising and PR.

- Show and Tell
- Napkin Plan
- Venture Capital Digital Marketing Plan
- Seven-Step Digital Marketing Plan
- The evolution in Advertising influenced by the digital revolution
- The evolution of PR through Twitter, blogs and other digital mediums.

Mid-Term Review

Assignment: Market Segmentation and Positioning

Midterm (First half of class)

Final Project Orientation

- Clarifying the Marketing Communications Problematic
- Finding the Creative Solution: How to elicit consumer emotion in correspondence with the 3Rs: Reach, Relevancy, and Richness. How to garner consumer engagement.
- Understanding the web tools structure including database, content management, email marketing, and e-commerce.
- How to set up WordPress site

Reading: Topical Area specialization (3 articles minimum)

Show and Tell

- Building a website prototype
- Google Adwords
- Google Analytics
- Search Engine Optimization

Assignment: Build a site using WordPress, templates, and tools

Reading: Topical Area specialization (3 articles minimum)

Show and Tell

- Customer Relationship Marketing vs Email Marketing

Case study: Travelocity

Assignment: Travelocity analysis

Reading: Topical Area specialization (3 articles minimum)

Presentation of Strategy for Final Project PowerPoint

- Understanding the transition from Online to Mobile
- Android, IOS, and Windows
- SMS
- Social Media
- Mobile as an advertising mediums: AdMob, Facebook, Flurry, InMobi, HasOffers, Tapjoy, Millenia Media, Sponsor Pay.

Assignment: Mobile Marketing case TBD

Reading: Topical Area specialization (3 articles minimum)

Show and Tell

- Consumers in the Twenty-First Century
- Technological Context
- Social and Cultural Context

Legal Context

- Individual Characteristics and Resources
- Internet Exchange
- Exchange Outcomes

Critique of Projects

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PROGRAM COURSE DESCRIPTIONS

COURSE 3 - SENSORY MARKETING

<input checked="" type="checkbox"/> Face-à-face	<input type="checkbox"/> On line	<input type="checkbox"/> Coaching, tutorat
Présentation générale du cours General course description	This course gives an overview of the strategies marketers may pursue in different industries to address their consumers' five senses (tactile, auditory, visual, olfactory, and gustatory) in reference to both their service environments and brands	
Langues d'enseignement Languages of instruction	Ce cours est presté en : <input type="checkbox"/> Français <input checked="" type="checkbox"/> Anglais <input type="checkbox"/> Groupes en Français et Groupes en Anglais <input type="checkbox"/> Autres langues, précisez :	
Pré-requis Prerequisites	Principles of marketing	
Modalités d'évaluation Assessment methods	PARTIEL (organisé par la scolarité, dans la semaine bloquée d'examens) : 60%	
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	CONTROLE CONTINU (organisé par le professeur) : 40%	
	Evaluation collective : 75% Group assessment	Evaluation individuelle : 25% Individual assessment
	Modalités d'évaluation : <input type="checkbox"/> QCM <input type="checkbox"/> Cas <input type="checkbox"/> Essai <input checked="" type="checkbox"/> Problématique réelle d'entreprise <input checked="" type="checkbox"/> Projet à présenter <input type="checkbox"/> Présentation orale <input type="checkbox"/> Autres, précisez :	Modalités d'évaluation : <input checked="" type="checkbox"/> QCM <input type="checkbox"/> Cas <input type="checkbox"/> Essai <input type="checkbox"/> Problématique réelle d'entreprise <input type="checkbox"/> Projet à présenter <input type="checkbox"/> Présentation orale <input type="checkbox"/> Autres, précisez :

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<p>Bibliographies References</p>	<p>Gains, Neil (2013): Brand esSense: using sense, symbol and story to design brand identity. Kogan Page. Georges, Patrick M., Anne-Sophie Bayle-Tourtoulou, and Michel Badoc (2014): Neuromarketing in action. Kogan Page. Hultén, Bertil (2015): Sensory Marketing: theoretical and empirical grounds. Routledge. Hultén, Bertil, Niklas Broweus, and Marcus van Dijk (2009): Sensory marketing. Palgrave Macmillan. Lindstrom, Martin (2010): Brand sense: sensory secrets behind the stuff we buy. Free Press, revised and updated. Krishna, Aradhna (2013): Customer sense: how the 5 senses influence buying behaviour. Palgrave Macmillan. Spence, Charles and Betina Piqueras-Fiszman (2014): The perfect meal: the multisensory science of food and dining. Wiley Blackwell. Treasure, Julian (2011): Sound business: how to use sound to grow profits and brand value. Management Books 2000, 2nd edition.</p>
<p>Disponibilité numérique du cours Course digital access</p>	<p>Est-ce que le syllabus du cours est disponible sur Moodle ? <input checked="" type="checkbox"/> Oui <input type="checkbox"/> Non Les étudiants trouvent aussi sur Moodle (cocher autant de cases que nécessaire) : <input checked="" type="checkbox"/> Des PowerPoint du cours <input type="checkbox"/> Des exercices d'approfondissement <input type="checkbox"/> Des travaux pratiques <input checked="" type="checkbox"/> Des vidéos, des tutos <input checked="" type="checkbox"/> Des articles, des cas <input type="checkbox"/> Autres supports, précisez :</p>

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SUMMER CERTIFICATE PROGRAM

Plan détaillé (Detailed plan)

- Definition of sensory marketing
- From transaction marketing over relationship marketing to sensory marketing
- Creating a multi-sensory experience
- The organization and structure of the brain
- The senses in the brain
- The human memory
- The female brain and the male brain
- Neuromarketing
- Visual consumption
- Culture of society (individual preferences, group preferences, visual symbolism)
- Service environment (visual stimuli, visual perception, visual symbolism)
- Brands (visual stimuli, visual perception, visual symbolism)
- Culture of society (individual preferences, group preferences, sound symbolism)
- Service environment (sound stimuli, sound perception, sound symbolism)
- Brands (sound stimuli, sound perception, sound symbolism)
- Culture of society (individual preferences, group preferences, scent symbolism)
- Service environment (scent stimuli, scent perception, scent symbolism)
- Brands (scent stimuli, scent perception, scent symbolism)
- Culture of society (individual preferences, group preferences, tactile symbolism)
- Service environment (tactile stimuli, tactile perception, tactile symbolism)
- Brands (tactile stimuli, tactile perception, tactile symbolism)
- Culture of society (individual preferences, group preferences, gastronomic symbolism)
- Service environment (gastronomic stimuli, gastronomic perception, gastronomic symbolism)
- Brands (gastronomic stimuli, gastronomic perception, gastronomic symbolism)

Students conduct an audit of a service environment in a particular industry (e.g. fashion, food & beverage, transport, banking, health, sports, movies, etc.) from a sensory marketing point of view