



Boston University Study Abroad **London**

Seminar in Global Promotional Strategies

COM CM 457 (*Elective A*)

Course Description

Knowledge of global markets and consumers and how to address them is crucial for any business aiming at global presence. Global markets are inherently riskier and more complex than domestic markets, but they provide great opportunity and interest for corporate and personal growth. Success in global markets requires managers to design and integrate various elements of a global promotional strategy.

This course develops both conceptual knowledge and practical skills to identify the most appropriate and cost-effective global promotional strategies and develop an optimal strategy for an increasingly competitive and volatile global environment.

The course will analyze the principles, methods and models for developing an effective promotional strategy in the modern world while building on the collective knowledge of the strategic concepts. The course will introduce the students to the complexity of the international macroeconomic, political, business and media environment; the challenges of the current phase of globalization and the British and European perspectives on globalization; the emergence of a new digital landscape and its impact on global promotion.

During the course the need for integrated marketing communication campaigns on a global scale would be identified and the students would develop a deep understanding of the rationale, the challenges and opportunities for global promotional strategies. At the end of the course students will have mastered the theory and practice of strategic planning of global promotional campaigns and will develop the ability to conceive, develop and evaluate a global promotional strategy.

During the course the students will explore different approaches for individual industries, companies and regions and analyze in detail academic case studies and real-life campaigns, both successful and unsuccessful.

Hub outcomes:

- Social Inquiry II
- Global Citizenship and Intercultural Literacy
- Critical Thinking of the Intellectual Toolkit

Course objectives:

Using their knowledge of the current global marketing and advertising theoretical debates and practical issues, the students will engage with issues of sustainable development; climate

change and green economy; authenticity, the (mal)practice of social media companies and the need for respect of privacy and data protection. (Social Inquiry II, Learning Outcome2)

Students will use their study abroad time in London for comparative analysis of British and American cultures, business customs and etiquette as well as the British and American marketing and advertising industries as they are dominating the global market of marketing and advertising services and leading the way in creativity and setting the tone for global promotional campaigns. (Social Inquiry II, Learning Outcome 1)

Drawing on skills developed in class, students will be able to evaluate the validity of arguments in favour of electing and implementing a certain global promotional strategy and the relevance of their own analysis and strategic planning. (Social Inquiry II, Learning Outcome 1)

Students will apply principles and methods from global marketing, cross-cultural communications and management as well as understanding the current and future trends of global advertising and promotion for addressing the questions and the dilemmas (global vs local, adaptation vs standardization vs mass customization), identify solutions using both problem-solving skills and solution-focused approaches, and deepen their understanding of the prerequisites for the success of global promotional campaigns. (Global Citizenship. Learning Outcome 1)

Students will demonstrate through comparative analysis of the leading global economies and the most dynamic and promising markets and thorough application of the key cultural models and the different cultural dimensions an understanding of global diversity and the ability to develop the most appropriate strategies to communicate across cultures and appeal to a global audience. (Global Citizenship, Learning Outcomes 1 and 2)

Students will be able to identify key elements of critical thinking such as distinguishing deductive from inductive methods of inference, recognizing logical fallacies and cognitive biases in approaching global markets and designing a global promotional strategy, distinguishing empirical claims about matters of fact from normative or evaluative judgements They will be able to critically evaluate global promotional campaigns conducted by major companies from the US, the UK and other European countries as well from rapidly developing economies. (Critical Thinking, Learning Outcome 1)

Developing critical thinking allows the students to navigate successfully to assess the theoretical aspects and the practical implementation of global promotional strategies and the ability to identify a winning strategy in a dynamic and ambiguous environment. They will be able to critically evaluate global promotional campaigns conducted by major companies from the US, the UK and other European countries as well from rapidly developing economies. (Critical Thinking, Learning Outcome 2)

The students would develop a comprehensive knowledge of the most successful promotional campaigns conducted by British marketing companies, advertising, and PR agencies and by the global British brands and a first-hand knowledge of London as a global financial, business, and cultural centre with one of the biggest concentrations of global marketing, advertising, and PR companies. By analysing the performance and the perception of major American companies and brands in the UK and Europe students will be able to come up with alternative or improved strategies for global promotion.

Grading

The following Boston University table explains the grading system that is used by most faculty members on Boston University's Study Abroad London Programmes.

Grade	Honour Points	Usual %
A	4.0	93-100
A-	3.7	89-92
B+	3.3	85-88
B	3.0	81-84
B-	2.7	77-80
C+	2.3	73-76
C	2.0	69-72
C-	1.7	65-68
D	1.0	60-64
F	0.0	Unmarked

Grading Criteria

'Incomplete' or **I** grades are not permitted because of the obvious difficulty in making up missed work once the student has left the country. All work must be completed on time. We also do not allow **'Audits'** (AU), **'Withdrawals'** (W), or **'Pass/Fail'** (P) grades.

The grades reflect the quality of the work. Lecturers and students should use the following criteria for an understanding of what each grade means.

A This exceptional grade is assigned only to work that has persistently outstanding quality in both substance and presentation. The student must demonstrate a sustained capacity for independent thought and extensive study, producing rigorous and convincing analyses in well-ordered prose.

A- Awarded to work that is clearly focused and analytical, and based on wide reading. The student must cover all the principal points of a question and systematically develop a persuasive overall thesis, allowing for one or two venial omissions or inapt expressions.

B+, B, B- This range of grades indicates that the student has shown some evidence of original thought and intellectual initiative. The student has cited sources beyond the class materials, and shown a degree of originality in perception and/or approach to the subject. The work will show thoughtful management of material, and a good grasp of the issues. The differences between a B+, a straight B and a B- may reflect poor presentation of the material, or mistakes in punctuation, spelling and grammar.

C+, C, C- Work in this grade range is satisfactory, but uninspiring. If the work is simply a recitation of the class materials or discussions, and shows no sign of genuine intellectual engagement with the issues, it cannot deserve a higher grade. Should an essay fail to provide a clear answer to the question as set, or argue a position coherently, the grade will fall within this range.

Quality of presentation can lift such work into the upper levels of this grade range. Work of this quality which is poorly presented, and riddled with errors in grammar, spelling and punctuation, will fall into the lower end of the range. To earn a C grade, the work must demonstrate that the student is familiar with the primary course material, be written well enough to be readily understood, be relevant to the assignment, and, of course, be the student's own work except where properly cited.

D A marginal pass can be given where some but not all the elements of the course have been completed satisfactorily.

F The failing grade indicates the work is seriously flawed in one or more ways:

- Obvious lack of familiarity with the material
- So poorly written as to defy understanding
- So brief and insubstantial that it fails to properly address the subject
- Material presented is not relevant to the assignment
- Demonstrates evidence of plagiarism (see following section in Academic Conduct Code)

Please refer to the Academic Handbook for detailed grading criteria and policies on plagiarism. This can be accessed via Blackboard Learn: <http://learn.bu.edu>

** Final Grades are subject to deductions by the Academic Affairs Office due to unauthorised absences.*

Attendance Policies

Classes

All Boston University London Programme students are expected to attend every class session, seminar, and field trip to fulfil the required course contact hours and receive course credit. Any student that has been absent from two class sessions (whether authorised or unauthorised) will need to meet with the Directors to discuss their continued participation on the programme.

Authorised Absence:

The Authorised Absence Approval Request Form is available through the Academic Affairs section of the BU London Personal Page: <https://fm.bu-london.co.uk/fmi/webd/>

Please note: Submitting an Authorised Absence Approval Request Form does not guarantee an authorised absence

Students who expect in advance to be absent from any class should notify a member of Academic Affairs and complete an Authorised Absence Approval Request Form ten working days in advance of the class date.

Students may apply for an authorised absence only under the following circumstances:

- **Illness (first day of sickness):** If a student is too ill to attend class, the student must notify Academic Affairs as soon as possible by submitting an Authorised Absence Approval Request Form in advance of the class. If it is the student's first absence of the semester (from any class) a doctor's note is not required.
- **Illness (multiple days):** If a student is missing more than one class day due to illness, the student must complete an Authorised Absence Approval Request Form and a sick note from a local doctor excusing their absence from class. Once well enough, the student will need to meet with Academic Affairs.
- Important placement event that clashes with a class (verified by internship supervisor).
- **Special circumstances which have been approved by the Directors (see note below).**

The Directors will only in the most extreme cases allow students to leave the programme early or for a significant break.

Unauthorised Absence:

Any student to miss a class due to an unauthorised absence will receive a **4% grade penalty** to their final grade for the course whose class was missed.

This grade penalty will be applied by the Academic Affairs office to the final grade at the end of the course. As stated above, any student that has missed two classes will need to meet with Academic Affairs to discuss their participation on the programme as excessive absences may result in a 'Fail' in the class and therefore expulsion from the programme.

Religious Holidays

Boston University's Office of the University Registrar states:

'The University, in scheduling classes on religious holidays and observances, intends that students observing those traditions be given ample opportunity to make up work. Faculty members who wish to observe religious holidays will arrange for another faculty member to meet their classes or for cancelled classes to be rescheduled.'

Special Accommodations

Each student will need to contact the Disability & Access Services to request accommodations for the semester they are abroad. Students are advised by BU-DAS not to expect the same accommodations as they receive on campus.

BU London can only uphold special accommodations if we have received the appropriate documentation from the BU-DAS. We cannot accept letters from other universities/centres.

All disabilities need to be known to the DAS in Boston if they are to be used as a reason for requiring a change in conditions, i.e. reduced internship hours or special accommodations for the internship schedule.

Lateness

Students arriving more than 15 minutes after the posted class start time will be marked as late.

Any student with irregular class attendance (more than two late arrivals to class) will be required to meet with the Academic Affairs and if the lateness continues, may have their final grade penalised.