

Mktg, Strat., & Comm FREN Work - FREN 380 – 01 FA2018

Tuesday and Thursday - 09:25 am-10:40 am – ECTR 203

"Marketing, Strategies & Communication in French"

Dr. Juliette Bourdier –
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Office Hours: T/W – 12:30-14:30
and by appointment



🚩 Course description:

Students study commercial communication and business strategies. They analyze consumer psychology, mentality and behaviors, and explore sustainable marketing practices in a French professional environment. Students design projects around the full cycle of a product from inception to recycling and manage a promotional plan within a French frame of reference. Pre-requisite: FREN313 and FREN314. FREN380 is open to all students.

The primary objective is to offer an academic course in French in order to provide students with the opportunity to use/practice French in a different field of study and moreover to better their understanding of the French Culture. This course is as much a course to appreciate the French labor market as it is a course on French mentalities, life-skills, and everyday life. The context of "Sustainable Marketing" which has been a major trend in France these last decades will be used as a background. This course is open to all students who would like to work, study or spend some time in France or would like to develop some practical proficiency in French.

The second objective is for students to develop an appreciation for the complexities of professional strategies in France, to understand the labor market, to identify jobs opportunities that fit their qualifications, in one word to project themselves as potential graduate students, interns, temp, employees, or even new entrepreneurs. While professional practices and work concepts will be emphasized, grammar and mechanics of writing will be approached only to understand professional correspondence, behavior and courtesy. To join practice to theory, ample use of case studies will be used in this course as well as news, commercials, movies and videos.

For administrative purposes, this course syllabus is in English, but the course will be conducted in French.

🚩 **Textbook:** - *Affaires.com* niveau avancé, Jean-Luc Penfornis, 2eme edition, 2013. ISBN : 978-2-09-038041-5

Please note that this is a seminar, not a lecture. As such, it is essential that you keep up with at least the minimum required readings and research for each class. Take a close look at the assigned documents: they will be the subjects of class debates based upon the information you will be provided with during the seminar. The seminar has an interdisciplinary and comparative angle, as a significant component of this module will be the constant oscillation between theories and practice, and will give you the basic idea you need to understand the French professional workplace and use the information in classroom conversational interactions.

FREN380 is one of the core course of the Business Language Minor in French, the 3 business courses follow a progression:

- FREN 380 - Marketing, Strategies & Communication in the French Workplace (3)

Allows students to understand the French Workplace whatever is their specialty.

- FREN 381 - Professional Business Practices in French (3)

Help students to prepare for job search and time in France.

- FREN 382 - Summer Internship in a French Workplace (3)

Gives students a practical experience in a French-based firm.

Fren380 Student Learning Outcomes:

Outcome 1: French for professional purpose: The student is able to validate their knowledge of French for everyday life and professional purposes, using the Delf Pro exam designed by the French Minister of education for candidates seeking initial employment opportunities or promotion within a French work environment.

Outcome 2: Case study: Students use disciplinary social science concepts to explain case studies about French mentalities and behavior at work, during elections, strikes, holidays, or any other sociological real situation of their choice.

Outcome 3: Marketing Project: The student is able to apply the models and practices of sustainable marketing on a simulation project. They chose a product, a market, modes of production, set up a plan of communication, design a budget and schedule a full campaign from product's conceptualization to its recycling.

Grading Details: (Oral 50% - Writing 50%)

Grades on individual assignments reflect the quality of your work.

Attendance/Participation/preparedness in class	10%
Announced Quizzes	15%
Présentations pédagogiques oral	10%
Talkabroad	10%
Midterm	10%
Exam (comprehensive) DFP-DELF	10%
Project Final	25%
2 Oral face à face with the Prof	10%

A	93
A-	90
B+	88
B	83
B-	80
C+	78
C	73
C-	70
D+	68
D	66
D-	64

- **Class assignments:** For each class, students will either read a few pages or watch a movie (freely available in our dropbox). Announced quizzes will assess the reading/watching. Along the class, students will write little paragraphs to summarize their understanding of the reading, emphasize their interest in the topic and prepare them to the conversation.

- **Comprehensive exam** based on the Diplôme de français professionnel (DELF) B2/C1 from la Chambre de Commerce et d'industrie de Paris (CCIP). I will assist students who wish to take the DELF.

- **Midterm** : for the **midterm**, following instructions, students will prepare and present a marketing project, explaining how their project could take place in that specific professional environment.

- **Final** : For the **final**, students will use disciplinary social science concepts to explain case studies about French behavior at work, during elections, strikes, holidays, or any other political, sociological or professional real situation of their choice. They will defend their study in class during a round table. I will discuss with each of the students the structure for their projects that aims at put into practice the technics, theories and procedures acquired throughout the course.

- **Oral Expression:** Students will be required to perform oral pedagogical presentations (3mn) from a topic in relation to the reading. I am available to discuss with each student to help him or her structure their argument and refine their level of French. Students will also defend the argument of their midterm and final projects in class during a round table.

Students will meet with me in my office for face-à-face, twice during the semester (once before September 15th, once between Nov 1st and 17th).

Attendance Policy:

Due to the communicative nature of this class, attendance is essential to student success. Following new departmental regulations, after two absences, each subsequent absence will lower your final grade by 1%. Active class participation will be evaluated based on high-quality contributions to the seminar discussion. For their papers, students will need to undertake additional research (in consultation with me) on topics other than those appearing on the mandatory reading list and syllabus. Absence from class does not exempt the student from responsibilities. Tardiness to class is also unacceptable, and habitual tardiness will result in a lowering of the final grade. No distinction between "excused" and "unexcused" absences is recognized.

Behavioral expectations including appropriate use of technology: Students are expected to arrive on time and stay for the duration of the class. No unauthorized use of personal technological devices. **Please be nice and polite, we are a team and I am on your side. Leave your cellphone on your bag. Avoid having lunch in class if possible. Try not to interrupt other students, we are all trying very hard. Please do not leave class while one of your classmate is presenting, it is very hard on them.**

Major or minor in French (<http://french.cofc.edu/undergrad-progs/>)

- French and Francophone Studies Major 33 hours above FREN 202
- French and Francophone Studies Minor 18 hours above FREN 202
- Business Language Minor in French 18 hours above FREN 202

 Business Language Minor in French

18 hours above FREN 202

Four Required Courses:

- FREN 313 French Composition and Grammar (3)
- FREN 314 French Conversation and Composition (3)
- FREN 380 Marketing, Strategies & Communication in the French Workplace (3)
- FREN 381 Professional Business Practices in French (3)
- FREN 383 Summer Internship in a French Workplace (3)

Two courses selected from the following:

- FREN 320 Survey of Francophone Literature (3)
- FREN 321 A Survey of French Literature (3)
- FREN 326 Survey of Francophone Civilization (3)
- FREN 327 Survey of French Civilization (3)
- FREN 342 Advanced French Grammar (3)
- FREN 363 Advanced French Culture (3)

SUMMER STUDY ABROAD PROGRAM - FRENCH BUSINESS IN PARIS (French 383)

To know more go to <https://frenchagain.com/2018/01/20/internship-in-paris-2018/>

 College of Charleston Honor Code and Academic Integrity:

Lying, cheating, attempted cheating, and plagiarism are violations of our Honor Code that, when identified, are investigated. Each incident will be examined to determine the degree of deception involved. Incidents where the instructor determines the student's actions are clearly related more to a misunderstanding will be handled by the instructor. A written intervention designed to help prevent the student from repeating the error will be given to the student. The intervention, submitted by form and signed by both the instructor and the student, will be forwarded to the Dean of Students and placed in the student's file.

Cases of suspected academic dishonesty will be reported directly by the instructor and/or others having knowledge of the incident to the Dean of Students. A student found responsible by the Honor Board for academic dishonesty will receive a XF in the course, indicating failure of the course due to academic dishonesty. This grade will appear on the student's transcript for two years after which the student may petition for the X to be expunged. The student may also be placed on disciplinary probation, suspended (temporary removal) or expelled (permanent removal) from the College by the Honor Board.

Students should be aware that unauthorized collaboration--working together without permission-- is a form of cheating. Unless the instructor specifies that students can work together on an assignment, quiz and/or test, no collaboration during the completion of the assignment is permitted. Other forms of cheating include possessing or using an unauthorized study aid (which could include accessing information stored on a cell phone), copying from others' exams, fabricating data, and giving unauthorized assistance.

Research conducted and/or papers written for other classes cannot be used in whole or in part for any assignment in this class without obtaining prior permission from the instructor. Students can find the complete Honor Code and all related processes in the *Student Handbook* at <http://studentaffairs.cofc.edu/honor-system/studenthandbook/index.php>

 Disability Statement:

If a student has a documented disability and requires accommodations, he/she should contact the Center for Disability Services / SNAP for information on appropriate policies and procedures. Disabilities covered may include learning, psychiatric, physical disabilities, or chronic health disorders. Students can contact the Center for Disability Services if they are not certain whether a medical condition/disability qualifies. Address: Center for Disability Services, Lightsey Center, Suite 104, 160 Calhoun Street, Charleston, SC 29401; Phone: 843.953.1431; Fax: 843.953.7731; E-mail: SNAP@cofc.edu

If you have religious obligations, gender preferences, special sensitivity on certain topics, please communicate with me.

Tuesday and Thursday - 09:25 am-10:40 am - J. C. LONG 219

Mardi		Jeudi			
1	21 août Bienvenue!	2	23 août Q Evidences 15-30 Int.	Case Study 1	
3	28 août Q Aff. Chap.2 Créateurs	Delf 1	4	30 août Q Evidence 31-42 Maison	Case Study 2
5	4 septembre Q Aff. Chap.2 Créateurs	Delf 2	6	6 septembre Q Film (Coût)	Case Study 3
7	11 septembre Q Aff. Chap. 4 Marketing	Delf 3	8	13 septembre Q Evidences 43-65 Conversation	Case Study 4
9	18 septembre Marketing Durable Prez	Présentation	10	20 septembre Q Evidences 67-90 famille	Case Study 5
11	25 septembre Q Aff. Chap.1 Acteurs économi.	Delf4	12	27 septembre Q Film (Placard)	Case study 6
13	2 octobre Préparation	Midterm	14	4 octobre Préparation	Midterm
15	9 octobre Présentation	Midterm	16	11 octobre Présentation	Midterm
17	16 octobre Q Aff. Chap.3 Ressources humaines	Delf 4	18	18 octobre Q Evidences 93-109 couple	Case Study 7
19	23 octobre Marketing Durable Prez	Présentation	20	25 octobre Q Film (Ma part)	Case Study 8
21	30 octobre Q Aff. Chap.5 Correspondance	Delf 6	22	1 novembre Q Evidences 111-132 amitié	Case Study 9
<i>6 novembre - Fall break</i>			23	8 novembre Q Dossiers Delf	Delf intensif
24	13 novembre Révision examen Delf	Examen blanc	25	15 novembre Q Film (Chef)	Case Study 10
26	20 novembre Examen Delf		<i>22 novembre - Thanksgiving break</i>		
27	27 novembre Case study	Final	28	29 novembre Case study	Final
Final paper deadline Dec. 11					

IMPORTANT DATES:

Aug. 27 - last day of add/drop;

Oct. 24 - last day to withdraw from a course with a grade of "W"