



GIE-6022
International Marketing Management
Section A - Fall 2013
Wednesday, 3:30 pm – 6:20 pm
3 credits

Course site on ENA: <http://www.portaildescours.ulaval.ca>

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I. COURSE DESCRIPTION

International Marketing Management is a mandatory course in the MBA International Business program (“MBA GIE”). As such, it is mainly designed for i) MBA International Management students, ii) those who wish to pursue a career in international marketing, and iii) students who have a strong interest in that domain. This course examines the main elements related to the marketing of a product or service on foreign markets, namely those to consider when establishing an international marketing plan.

Throughout this course, students will develop analytical and practical skills in international marketing. Students will be exposed to concepts and models on which they will be required to comment, in an

objective manner. They will also give their opinion with regard to their significance and relevance in management. Furthermore, students will be asked to reflect on the ethical aspect of international marketing.

As a prerequisite, every student must have taken at least one introductory course in marketing prior to enrolling in the International Marketing Management course. This applies to students signed up at Laval University, international students and students participating in an exchange program.

II. COURSE OBJECTIVES

The topics that will be covered throughout this course, together with the skills that students will be brought to develop, are as follows:

1. Current international issues:
 - Recognize current international issues and establish links between them in order to understand what kind of challenges these issues pose to businesses.
2. Culture:
 - Identify and discuss the subtleties of different cultures in an international setting, namely self-reference criteria and the issue of ethics, in order to transpose the potential repercussions of these subtleties in a real international marketing situation.
 - Evaluate the relevance of the “glocalization” concept.
3. International marketing management:
 - Define international marketing and explain the modes of internationalization and organizational structures, in order to apply them to existing international marketing situations.
 - Be able to recommend modes of internationalization depending on the situation in which the business finds itself.
4. Information retrieval and research:
 - Understand the information retrieval process in international marketing and put it into practice.
 - Analyse and evaluate the relevance of new media and social networks in collecting data at the international level.
5. Product and brand management, promotion and sales, pricing and channels of distribution (4 Ps):
 - Analyze the potential benefits and restrictions of the 4 Ps in an ever-changing international environment.
 - Evaluate the relevance of brand management and apply it to international marketing.
 - Synthesise the impact of social media on the international marketing plan.
 - Apply the 4 Ps in real international marketing situations, considering both the internationalisation and “glocalization” approaches.

6. Additionally, students will work on developing:

- Oral and written communications skills, which are fundamental in a world of trade and interdependence.
- Interpersonal skills and team work, which are required on the job market.
- A reflection on their career path and their personal growth.

The first two skills mentioned above will be used during oral presentations and the term project. For the third one, the students will be challenged with a self-evaluation formative exercise at the end of the semester (November 27).

Please, see Appendix 1, where I underline which objectives of the MBA program are achieved within this course.

III. PEDAGOGICAL APPROACH

The course will examine the 4 Ps of international marketing, in an international setting. In fact, students will have a major role to play throughout the course.

Based on the weekly readings, we will articulate the main international marketing concepts and establish links with the practical world. Cases, exercises, debates and other pedagogical surprises will complement the professor's performances. The objectives of this approach are three-fold:

- Develop critical thinking;
- Encourage the participation of a large number of students, even the introverts, in a context where risk is minimal;
- Help students analyze the relevance of international marketing theories by way of constructive criticism and real examples.

The intent is to make this course a seminar. Truly, no matter the group size, students will strongly be encouraged to participate in order to better take possession of their learning.

Furthermore, students will do synthesizing exercises and resolve practical cases. These methods will help enhance the learning process and help students develop specific skills related to international marketing. These skills, backed by a theoretical framework, will become of use in the real world, as mentioned above.

We may also hold presentations by speakers from the public and private sectors. This will depend on the topics discussed, types of in-class discussions, time at our disposal for such presentations and the availability of speakers.

IV. EVALUATION AND SCALE OF GRADING

Students will be marked on:

1. A case presentation (**starting September 18, 2013**): 15%
2. A term project (**November 27**): 25%
3. A promotional campaign video presentation (**November 20**): 15%
4. A final exam (**December 4**): 35%
5. An active presence and participation in class (**throughout the semester**): 10%

4.1 Case presentation (15%). **Starting September 18, 2013**, students will take the stage!

What does the work involve. In teams of four, five or six, depending on the number of students signed up for the course, students will have 20 minutes to solve a case study, chosen among those listed under “VI. Course outline” (first come, first served basis).

Evaluation criteria. The mark for the resolution of the case study will be based on the following five elements:

- The relevance of the proposed solution(s) (2 points).
- The coherence of the presentation and the ability to convey a convincing message (4 points).
- The quality of the material used throughout the presentation (2 points).
- The communication skills of the group members, including the respect of the time allocated for the presentation (2 points).
- The managerial implications you can draw from the case and your ability to launch a discussion with the audience via a relevant debate question (5 points).

What to hand in to the professor. In addition to the oral presentation, students will be asked to hand in a paper copy of their slides, including a list of references used to prepare the written document and the presentation (a black and white copy will do).

Students will also deliver their power point presentation in the forum of the course website on the ENA platform. The written document and the electronic copy of the presentation will be handed in to the professor the day of the presentation, prior to students entering the stage.

Group dynamics and logistics. All members of a team will obtain the same mark unless unexpected circumstances arise. These should be brought to the professor’s attention quickly and honestly by the team members. The teams and the order in which the presentations will be carried out must be finalized by September 11, 2013, at the latest.

4.2 Term project (25%).

What does the work involve. In teams of four, five or six, depending on the number of students signed up for the course, students will be asked to analyse the international marketing strategy of one company (i.e. organization or individual) in one specific country or region. The organization can be Canadian or foreign.

The project will be real and I expect students to collect both primary and secondary data. No two teams could study the same organization. All teams will have to be made up by September 18, 2013, at the latest. A list of all teams and their respective members will be handed in to the professor at that time.

Content and evaluation criteria. Using both primary and secondary data, students will prepare the report, which will include the following information:

- An executive summary underlining the main points of the report, as well as the conclusions and recommendations.
- A table of contents.
- An introduction which presents the topic and the outline of the report.
- A concise but precise presentation of the company, organization or individual you have selected.
- An analysis of the international marketing strategy of the company, organization or individual you have selected. In this regard, you shall look at i) the modes of internationalization (exporting and other modes, if applicable), as well as the selected organizational structure; ii) the marketing plan in which the 4 Ps will be discussed.
- A conclusion that summarizes the main points and recommendations, and includes a realistic evaluation of the chances of success and future prospects for the company, organization or individual you have selected in the actual and future markets.
- A bibliography, which presents the references mentioned in the report.
- Appendixes, if required.

The evaluation criteria take into consideration the skills that students are expected to develop during the preparation of the term project. The content of the report, its format and group dynamics are also included. Please refer to the assessment grid at the end of this course outline.

Format and due date. The report will contain a maximum of 30 pages (12 font, 1.5 spacing, 2.5 cm margins minimum). This includes the executive summary, the table of contents, the body of the paper, the bibliography and appendixes, if necessary. In order for students to have enough time to prepare for the final exam, the project must be submitted to the professor by **November 27, 2013**, at the latest, during class. The report will be prepared as if it were being submitted by external consultants hired by the company, organization or individual. Late work will simply not be evaluated.

Guidance for students. I will formally meet each team once throughout the term. This meeting will be held outside classroom hours and will allow students to hand in an outline and preliminary version of their work on which I will be able to comment as a formative evaluation. Students will also be able to ask questions. A formal calendar will be released during the seventh week of class (October, 16, 2013).

Group dynamics. Since the term project has a considerable impact on the final mark, I ask all students to evaluate the quality of the contribution and effort of each team member on a sheet attached to this course outline. Unexpected circumstances must be reported to the professor with diligence and honesty in order to quickly bring corrective measures to the situation.

However, I expect students to try to deal with their problems on their own. Students are allowed to exclude another student from their group if, despite repeated remarks from other team members, he/she does not put any effort into the term project. However, do not use this evaluation to resolve personal issues! Please note that the evaluation of your team members will serve to adjust the grades accordingly, if need be, and after a double check by the professor. Evaluation sheets can be completed individually by each member or collectively by the whole team.

Please, see Appendix 2 for plagiarism issues.

4.3 Promotional campaign video presentation (15%).

What does the work involve. Each team will prepare and deliver a promotional video campaign for the organization and country studied in their semester project on **November 20, 2013**.

Each presentation of the promotional campaign will last 10 minutes maximum. This shall include a video ad that will last between 30 seconds and one minute.

Content and evaluation criteria. The presentation will be graded on these five criteria (3 points each):

- The clarity of the main ideas and recommendations you bring forward in the oral presentation;
- The punch of your video ad (how convincing it is?);
- The aestheticism of your video ad;
- The oral abilities of the team members and the respect of the time allocated to you;
- The overall quality of the presentation.

Format. You can combine power point, cardboard and video formats as you wish. Be creative; express yourself with good taste!

The promotional ad campaign presentation will also serve as a formative retroaction session in order to help each team improve, refine or finalise their written report, which is due one week later.

4.4 Final exam (cumulative) (35%).

Content and format. The final exam will be held on **December 4, 2013**, during class hours². The final exam will cover all material presented in class from the beginning of the term, including all presentations. The exam will evaluate whether the course objectives were met and whether students were able to develop the skills that are related to the topics covered in class. The final exam will mostly be made up of essay-type questions. Through the essay-type questions, I will assess the students' knowledge and understanding of fundamental concepts underlined in class and their ability to apply these concepts to international marketing cases.

Exam logistics. The final exam will, first and foremost, evaluate comprehension. Consequently, students will be allowed to bring a 21.5 x 27.9 cm "cheat sheet" with notes on both sides of the page. The final exam will be 2h30 long. No make-up exams will be allowed, unless in case of a documented emergency (illness or death in the family).

4.5 Active presence and participation in class (10%).

What am I looking for? As we intend to make this class a true seminar, students' participation is instrumental in the dynamics of the course and the learning process. This means that students are expected to be physically and psychologically present in class and participate in a constructive way, even those who are introvert. In this regard, I will take into account the attendance, as well as the frequency and quality of interventions. The self-evaluation exercise scheduled at the end of the seminar is part of this. Lack of discipline and savoir-vivre will be penalised in the grade for oral participation.

A preliminary feedback will be given to all students on week 8 for 5% of the grade; the remaining 5% will be allocated for the participation in the second part of the semester.

Also, please note that students who cannot attend classes, physically or psychologically and for whatever reason, should refrain from registering to this course!

² Unless noted otherwise.

Scale of grading

88+:	A+	76 - 79,99:	B+	64 - 67,99:	C+
84 - 87,99:	A	72 - 75,99:	B	60 - 63,99:	C
80 - 83,99:	A-	68 - 71,99:	B-	< 60:	E

V. BIBLIOGRAPHY

Mandatory book:

Hollensen, S. (2013). *Global Marketing*, 6th Edition. Harlow, Essex, UK: Pearson Education.

Course site on ENA:

The course site on ENA can be accessed at www.portaildescours.ulaval.ca. I invite all students to visit the site regularly for the course slides, updates, information, weekly surveys and pedagogical surprises! Please, note that even though I will monitor the forum, I will not intervene personally on it.

Other references:

Students may consult the business press as well as academic journals in order to find references that may be useful for the preparation of their work and for personal enrichment.

With this in mind, *The Globe & Mail* (www.globeandmail.com), namely Saturday's edition, as well as *The Economist* (www.economist.com) contains many articles that address international trade issues among others. Additionally, the Export Development Canada web site (EDC, www.edc.ca), has concrete examples related to exports and analyses on different countries. You may also find articles about marketing in *Canadian Business* (www.canadianbusiness.com).

Among the more academic journals, *Harvard Business Review*, *Journal of International Marketing*, *International Journal of Commerce and Management*, *Journal of Global Marketing*, *The Academy of Management Journal*, *The Academy of Management Review*, *The Academy of Management Executive* and the *Journal of International Business Studies* are good examples. Most of these journals can be found at the Laval University library or on *Ebsco* and *Proquest*, on the library website http://www.bibl.ulaval.ca/bases_de_donnees_listes.

VI. COURSE OUTLINE¹

Date	Content	Preliminary reading	Task
Week 1 September 4, 2013	Welcome to the “Dingy Dingy Show”! Introduction Teaching philosophy Course logistics and some rules of conduct Current international issues <ul style="list-style-type: none"> - The “globalization tornado” - Significance of international trade - Impact of current international issues on international marketing - Synthesis of syntheses. 	Hollensen, Chapters 1, 2.	<ul style="list-style-type: none"> ▪ Team formation for case presentations and selection of cases.
Week 2 September 11	Culture <ul style="list-style-type: none"> - Definition of culture - Elements of culture - Self-reference criteria (SRC) - Challenges posed by cultural differences - Culture and international marketing - The concept of “glocalization” - Ethics and culture - Synthesis of syntheses. 	Hollensen, Chapters 7, 18.	<ul style="list-style-type: none"> ▪ Last day for team formation, selection of cases and order of presentations.
Week 3 September 18	International marketing management (Part I) <ul style="list-style-type: none"> - Definition of international marketing - The internationalization process - Modes of internationalization. 	Hollensen, Chapters 3, 4, 8, 9 (focus on Chapters 3 and 4).	<ul style="list-style-type: none"> ▪ Case presentation from chapter 3, 4, 8 or 9. ▪ Submit names of team members, choice of industry and organization for the term project.
Week 4 September 25	International marketing management (Part II) <ul style="list-style-type: none"> - Sequential model - Leapfrog model - Institutional piggybacking 	Hollensen, Chapters 10, 11, 12, 13 (focus on Chapters 10 and 11).	<ul style="list-style-type: none"> ▪ Case presentation from chapter 10, 11, 12 or 13. ▪ Formative evaluation of the professor.

¹ For information purposes only. We may elaborate on certain elements depending on the level of interest of students or difficulty of the topic. Furthermore, I am not responsible for events outside my control that occur during the semester.

	<ul style="list-style-type: none"> - Organizational structures - Synthesis of syntheses. 		
<p>Week 5 October 2</p>	<p>Information retrieval</p> <ul style="list-style-type: none"> - Information retrieval in international marketing - International Marketing Information System (IMIS) - Secondary data: availability and credibility - Sources of secondary data - Research of primary data: feasibility and relevance - Results of research in international marketing - Applying information to the international marketing plan - Synthesis of syntheses. 	Hollensen, Chapter 5.	<ul style="list-style-type: none"> ▪ Case presentations from chapter 5. ▪ Feedback with regard to the formative evaluation of the professor.
<p>Week 6 October 9</p>	<p>Product and brand management (Part I)</p> <ul style="list-style-type: none"> - National vs. global product - The core product - Auxiliary characteristics - Innovation and product adaptations - International product life cycle - Challenges in product management in international marketing - Synthesis of syntheses. 	Hollensen, Chapter 14.	<ul style="list-style-type: none"> ▪ Case presentation from chapter 14. ▪ Submit your choice of time slot for the meeting with your professor (semester projects). ▪ Individual feedback on your participation grade.
<p>Week 7 October 16</p>	<p>Product and brand management (Part II)</p> <ul style="list-style-type: none"> - Branding and its definition - Strategic construction of the brand - Brand management - Risks and rules on brand management - Synthesis of syntheses. 	Hollensen, Chapter 14.	<ul style="list-style-type: none"> ▪ Case presentation from chapter 14. ▪ Calendar of meetings for the semester project.
<p>Week 8 October 23</p>	<p>Pricing</p> <ul style="list-style-type: none"> - National vs. global pricing policy - Export pricing issues (escalating prices) - Pricing in foreign markets - International tenders - Synthesis of syntheses. 	Hollensen, Chapter 15.	<ul style="list-style-type: none"> ▪ Case presentation from chapter 15.
<p>Week 9 October 30</p>	Reading week.		

Week 10 November 6	Channels of distribution <ul style="list-style-type: none"> - National vs. global distribution - Challenges surrounding international distribution - Channels of distribution - Identify, select and manage an international channel of distribution - Physical distribution - Incoterms - Synthesis of syntheses. 	Hollensen, Chapter 16.	<ul style="list-style-type: none"> ▪ Case presentations from chapter 16.
Week 11 November 13	Promotion and sales <ul style="list-style-type: none"> - Promotional mix - National vs. global promotion - Challenges in international markets - Promotion vs. export and licensing. - Promotion vs. JV and FDI - International sales force - Synthesis of syntheses. 	Hollensen, Chapter 17.	<ul style="list-style-type: none"> ▪ Case presentation from chapter 17.
Week 12 November 20	Team presentations		<ul style="list-style-type: none"> ▪ Promotional campaign video presentation.
Week 13 November 27	Course wrap-up and synthesis <ul style="list-style-type: none"> - International marketing in the future - International job offers - Synthesizing exercises: <ul style="list-style-type: none"> What have I learned? How have I improved during the semester? What skills could I offer an international marketing firm? Preparation for the final exam <ul style="list-style-type: none"> - Synthesis exercise - Q&A - Concluding remarks - The final word! 	Hollensen, Chapter 19.	<ul style="list-style-type: none"> ▪ Term project due date. ▪ Formative self-evaluation of your learning: Students will share their experience with other students following their self-evaluation. ▪ Questions.
Week 14 December 4 (3:30 - 6:00 p.m.; to be confirmed as soon as possible)	Final exam		

I WISH YOU ALL THE BEST OF LUCK!

**VII. Assessment grid for the term project
International Marketing Management (GIE - 6022 A)**

Category	Criteria	%	Details	Excellent	Very good	Good	Fair	Poor	Mark out of 10	Mark
Content	Executive summary (synopsis).	10%	The executive summary underlines the main conclusions and recommendations of the report. The executive summary is structured and clearly written. The synopsis must be brief but specific (maximum one page).	10	9-8	7-6	5-4-3	2-1-0		
Content	Presentation of the company, organization or individual chosen.	10%	You introduce the subject under study (company, organization or individual). You give a precise but concise profile of the company, organization or individual. The strengths and weaknesses of the company, organization or individual are identified (SWOT).							
Content	International strategy of the company, organization or individual: Entry modes.	15%	The preferred mode(s) of internationalization for the company, organization or individual are justified in a complete and concise manner. Same for the organizational structure, if applicable.	10	9-8	7-6	5-4-3	2-1-0		

Content	International strategy of the company, organization or individual: The "4 Ps".	35%	All relevant aspects of the "4 Ps" must be closely examined. Integrated analysis of the "4 Ps": the analysis must be coherent. The "4 Ps" are in line with the proposed mode(s) of internationalization of the company, organization or individual. The analysis of the "4 Ps" must be critical and original. The limitations of the international marketing mix must be described and overcome with relevant recommendations.	10	9-8	7-6	5-4-3	2-1-0		
Content	Cultural subtleties pinpointed and elaborated on in the report.	10%	The report discusses cultural subtleties that may have an impact on the internationalization of the company, organization or individual, as well as on the "4 Ps". The scope of these subtleties must be used to evaluate the feasibility of the internationalization of the company, organization or individual.	10	9-8	7-6	5-4-3	2-1-0		
Format	Structured and articulated report.	10%	The report has a beginning and an end. It is coherent. The outline must be respected. Ideas are well articulated. The text flows nicely. The report is pleasant to read. The report contains no more than 30 pages (including appendixes). The report is written using good English and proper style.	10	9-8	7-6	5-4-3	2-1-0		

<u>Format</u>	Detailed references and bibliography.	10%	The report gives credit to <u>all</u> the authors for their ideas and quotations. Excessive use of quotations should be avoided. Each reference is found in the bibliography at the end of the report. References and bibliography must be presented in a professional format.	10	9-8	7-6	5-4-3	2-1-0		
	Total	100%								
	Total	25%								

VIII. TEAM WORK EVALUATION²

STUDENT NAME: _____

Instructions: The student is asked to evaluate the quality of the contribution and effort of each team member toward the project (comments and mark out of 100 for each team member). This will allow the professor to assess the activity of the team, and to change, in exceptional cases, the students' marks accordingly.

1. Contribution of the team members to the smooth running of the meetings: the members have ensured that the team meetings were carried out in an effective and productive manner.
2. Work outside the classroom: students have fulfilled the tasks that were assigned to them between each meeting.
3. Writing the report: students have contributed equally in the writing of the report.
4. Contribution to the working environment of the team: the students have helped in establishing a healthy working environment for the team.

² Based on course notes from the La pratique de l'enseignement supérieur, course given by Ms. Huguette Bernard and Mr. Richard Prigent, Université de Montréal, Fall 1999.

Appendix 1

Buts et objectifs de programme de MBA

1. Résoudre des problèmes complexes en contexte d'incertitude.

Démontrer la capacité de résoudre des problèmes complexes en faisant appel à ses habiletés d'analyse, de synthèse et de prise de décision dans le cadre de la gestion de l'organisation dans une perspective multidisciplinaire.

Objectifs :

- Identifier et tenir compte des sources d'incertitude.
- Évaluer les outils et les modèles de prise de décision.
- Structurer et analyser l'information.
- Évaluer et critiquer une décision.
- Développer une pensée critique et créative afin d'identifier les problèmes de l'organisation et de recommander des solutions réalisables répondant aux objectifs.

Should be achieved with the case studies, the term project, the exercises held in class and the final exam.

2. Communiquer efficacement.

Développer l'habileté de communiquer efficacement en français et en anglais, par écrit et à l'oral, des idées, des analyses, des synthèses, des décisions dans différents contextes professionnels, et ce, en utilisant le vocabulaire adapté à son auditoire.

Objectifs :

- Colliger et synthétiser l'information selon sa pertinence.
- Structurer une présentation orale, un essai, un document.
- Présenter clairement des idées et des propositions de façon convaincante et efficace.

Should be achieved with the oral presentations, the participation in class, the term project and the final exam.

3. Gérer des équipes de travail.

Développer la capacité de gérer des équipes de travail tout en adoptant des comportements favorisant la coopération et le respect en vue de créer une cohésion entre les membres de l'équipe et de promouvoir la vision de l'équipe.

Objectifs :

- Savoir reconnaître les réalisations des autres.
- Gérer les conflits et les relations interpersonnelles.
- Travailler en équipe diversifiées sur les plans culturel, disciplinaire et générationnel.
- Réconcilier les points de vue divergents dans la réalisation de l'objectif commun.

Should be achieved with the case studies and the term project.

4. Reconnaître les principaux enjeux sur les scènes locales et internationales.

Démontrer, dans le diagnostic, l'analyse et la résolution de problèmes une connaissance du contexte local et mondial et de leurs enjeux respectifs.

Objectifs :

- Être ouvert aux autres cultures.

- Identifier et comprendre les impacts des enjeux sur les activités de l'organisation.
- Incorporer les enjeux locaux et mondiaux dans la prise de décision.

Should be achieved with the students' active participation in class, the case studies, the term project and the final exam.

5. Démontrer des aptitudes de leadership.

Manifester du leadership en développant l'habileté de mobiliser les autres autour d'une vision commune et partagée et la mettre en œuvre dans différents contextes organisationnels dynamiques.

Objectifs :

- Mobiliser, motiver et rallier différents acteurs.
- Être à l'écoute et avoir de l'empathie.
- Savoir déléguer les responsabilités
- Instaurer un climat de confiance et de respect mutuel.
- Se connaître en tant que leader avec ses forces et ses faiblesses.
- Reconnaître les effets de la gestion d'un changement de l'environnement économique, politique, culturel et démographique.
- Être capable de faire des recommandations appropriées.

Should be achieved with the case studies and the term project.

6. Utiliser les technologies de l'information et de la communication dans la conception, le design, le développement et la gestion des organisations.

Utiliser les technologies de l'information et des communications pour chercher, traiter, organiser, produire et communiquer des contenus professionnels reliés à différentes tâches de gestion.

Objectifs :

- Tirer avantage des technologies de l'information et de la communication pour le développement de sa fonction au sein de l'entreprise dans une perspective de création de la valeur.
- Collaborer à la mise en œuvre des technologies de l'information et de la communication.

Should be achieved with the oral presentations.

7. Favoriser l'adoption d'un comportement socialement responsable.

Manifester une attitude responsable à l'égard de la société en privilégiant un comportement éthique dans le traitement de cas ou de problèmes.

Objectifs :

- Comprendre les enjeux éthiques de l'organisation.
- Intégrer l'éthique dans la prise de décision.
- Évaluer si une décision est acceptable.
- Manifester l'esprit de responsabilité à l'égard de la société.

Should be achieved with the discussions in class, the case studies, the term project and the final exam.

Appendix 2

Règles disciplinaires

« Tout étudiant qui commet une infraction au *Règlement disciplinaire à l'intention des étudiants de l'Université Laval* dans le cadre du présent cours, notamment en matière de plagiat, est passible des sanctions qui sont prévues dans ce règlement. Il est très important pour tout étudiant de prendre connaissance des articles 28 à 32 du Règlement disciplinaire. Celui-ci peut être consulté à l'adresse suivante » :

http://www.ulaval.ca/sg/reg/Reglements/Reglement_disciplinaire.pdf.

Plagiat

« La FSA ne tolère pas les comportements non-conformes à l'éthique. Le *Règlement disciplinaire à l'intention des étudiants de l'Université Laval* fait état de près d'une vingtaine d'infractions relatives aux études passibles de sanctions. Vous connaissez sûrement les fautes les plus courantes, mais saviez-vous que copier des phrases d'un ouvrage papier ou d'un site web sans mettre les guillemets ou sans mentionner la source constituent deux de ces infractions passibles de sanctions? Ou encore qu'il est interdit de résumer l'idée originale d'un auteur en l'exprimant dans ses propres mots sans en mentionner la source ou traduire partiellement ou totalement un texte sans en mentionner la provenance. Afin d'éviter de vous exposer à des conséquences allant de l'attribution d'un échec dans un cours au congédiement de l'Université, consultez le site de l'Université Laval sur le règlement disciplinaire mentionné plus haut.