



UNIVERSITY OF
LAVERNE

Spring 2019

College of Business and Public Management
BUS 493VT: Gastronomy Marketing - France
Travel Study Course

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NOTE ABOUT CREDIT HOURS: This **hybrid** course can be taken from 1-4 credit hours. The workload, class meetings, and number of assignments vary depending on whether this course is taken with 1 or 4 units. **Please note that the schedule presented here is for the full four (4) credit hours.** When taken as a four (4) credit hour course, this is an undergraduate, upper division elective course for all business majors.

For 1-3 credit hours, the course will be Independent Studies (BUS 399) and will not count for an undergraduate upper division elective course. A corresponding reduction of deliverables will be determined between the student and the instructor.

COURSE DESCRIPTION

This is an experiential **hybrid** course focused primarily on experiential learning that integrates classroom discussions (both online and in class), readings, and assignments on France's culture and its relationship with food and beverage marketing. Travel to Paris, France will provide an in-depth and hands-on experience to better understand French consumers' gastronomic preferences, behaviors and values. The course includes activities and visits that are specifically designed to expand students' understanding of the impact of political and economic policies (marketing environment), and the culture of the country on food and beverage production, import/export trends and regulations, packaging trends and regulations, advertising, retailing, and services. Coverage of food services, such as restaurant, hotel, cruises, and beverage services, such as winery tourism, B2B services and beverage retailing will be discussed. We will explore how environmental concerns are related to current food trends and the evolution of food culture in France and the USA. The course will pay special attention to the differences and changes in environmental, political and economic factors that make food marketing challenging.

COURSE OBJECTIVES

1. Describe gastronomy trends and issues, and how different generations of consumers impact the food system.
2. Identify the different types of food and beverage store and service formats.
3. Identify how environmental, political and economic factors impact food supply chain.
4. Identify differences between the role of gastronomy for French and American consumers.
5. Describe how the legal environment impacts French and American food and beverage businesses' marketing decisions domestically and abroad.

LEARNING OUTCOMES:

By the end of this course, the student should:

1. Understand the evolution of food trends and issues that resonate with American and French consumers throughout time.
2. Understand the varied nature of gastronomy marketing in an international context, using knowledge about economic, environmental, geopolitical and cultural changes.
3. Be able to apply your understanding of gastronomy marketing to provide recommendations to a French restaurant or winery.
4. Understand, evaluate pros and cons, and assess market opportunities for food and beverage businesses; and provide a reasoned justification for the selection of the most promising amongst them.
5. Understand the different types of food pairings and menu design.

STUDENT RESPONSIBILITIES AND CHOICES

Preparation is crucial for effective discussion and success in the course. A student is expected to attend all pre-travel and post-travel meetings.

A student must actively participate in all classroom and travel activities. At all times, the student should show respect for the professor, his/her fellow students, and our hosts. Any written assignment in this course will be graded on grammar, spelling, sentence structure, etc. in addition to content.

This course offers you the opportunity to learn and grow in ways that are unique to the traditional classroom experience. Please remember that you have signed Behavioral Agreements and Guidelines which must be adhered to as we travel in France. You are a representative of the University of La Verne, California, and the United States. If you make choices that violate the behavioral agreements you will have to leave the trip early and you will fly home AT YOUR OWN EXPENSE. Please treat this experience and others on this trip with respect to ensure we all have positive experiences that we will remember all our lives.

GRADE EVALUATION METHOD:

Grading Element	Points
Participation	10
Pre-Travel Presentation	20
SWOT Analysis	20
Travel Diary	20
Course Project	30
Total	100

Grading Scale:	Letter Grade	Points
	A	93-100
	A-	90-92.9
	B+	88-89.9
	B	83-87.9
	B-	80-82.9
	C+	78-79.9
	C	73-77.9
	C-	70-72.9
	Etc.	

Incompletes: An Incomplete is not given automatically or lightly. Anyone requesting an incomplete will have to do so in writing with supporting documentation, and will be considered only if:

- At least 60 percent of course activity has been completed
- The student has achieved a minimum B grade in all previous assignments

GRADING ELEMENT DESCRIPTIONS

Participation

Both in-class and in-country participation is vital. This course is very much experiential learning and as such participation, not just attendance is important. Please read all assigned readings prior to class to foster a thoughtful discussion. This will very much enhance your in-country learning. You will lose points for missing or being late to or failing to participate in class meetings and travel visits.

Presentations (2)

Prior to travel it is important that everyone has some familiarity with the companies and destinations we will be visiting. This will enable thoughtful questions that will enhance learning while in France. Each student will prepare a 10-14 min PowerPoint™ presentation of a business, industry or destination. Post-travel, students will present their project. Please see presentation rubric for assessment.

SWOT Analysis

While in France, the Strengths, Weaknesses, Opportunities and Threats of various businesses and industries will be discussed. Of particular importance is the identification of any changes in demographics, culture, lifestyle, etc. that may pose a threat or opportunity to various food and beverage businesses or industries. Furthermore, we will identify gaps in the marketing strategy of the food and beverage businesses we visit and determine what value they could provide to American consumers. After our return, you will submit a 1-2 page SWOT of a business or industry of your selection.

Travel Journal

While in France, you will maintain a daily journal including your reactions to your initial observation, thoughts, and impressions of the culture, and people encountered in France. Your journal can include but is not limited to:

- Personal observations and insights from each day.
- The highs and lows of each day.
- Specific details of what you saw and descriptions of the people, businesses, and interactions with people we meet in France, etc.
- What you learned that was unique about the culture and gastronomy in France and what you learned that was similar to the U.S.

Project

You may choose from one of the following: (1) Provide recommendations to a French restaurant, food retailer or winery *or* (2) Develop a market entry strategy for a French food or beverage business to the U.S. This includes discussion and analysis of market segmentation, target market identification, branding opportunities, competing French (for #1) or U.S. (for #2) brands and distribution strategies.

Papers are graded using the COWS method, i.e., 50% for Content, 30% for Organization and 20% for Writing/Style, including grammar, spelling, and word choice. More specifically, quality of work is defined as:

- A:** Superior knowledge regarding details, assumptions, implications, history; superior thinking with information relevant to application, critique and relationship to other information. Excellent writing and presentation skills.
- B:** More than adequate knowledge regarding technical terms, distinctions and possesses an ability to use information. Writing skills are “generally good,” but reports need multiple corrections in grammar, spelling, punctuation, word choice, etc.
- C:** Basic knowledge needed to function and carry on learning regarding major research principles, central terms; also possesses an awareness of field or discipline; however, writing skills are below expectations of a college student. Professor recommends student participates in ULV’s Academic Success Tutoring Program.

D: Failure to demonstrate adequate understanding of basic research principles/skill sets in written and oral assignments and in classroom discussions. Student's writing and critical thinking skills need attention. Professor recommends student participates in ULV's Academic Success Tutoring Program.

F: In addition to the conditions outlined in "D," student is routinely late/absent; assignments are late/incomplete without professor's approval

ACADEMIC HONESTY

Please read this section in its entirety: See ULV Catalog. Academic Honesty

Each student is responsible for performing academic tasks in such a way that honesty is not in question. Unless an exception is specifically defined by an instructor, students are expected to maintain the following standards of integrity:

I. All tests, term papers, oral and written assignments, recitations, and all other academic efforts are to be the work of the student(s) presenting the material.

II. Any use of wording, ideas, or findings of other persons, writers, or researchers requires the explicit citation of the source; use of the exact wording requires a "quotation" format.

III. Deliberately supplying material(s) to a student for purposes of plagiarism is also culpable. When academic honesty is in question, the following may occur:

1. A faculty member who has clear evidence that academic honesty has been violated may take appropriate disciplinary action. Appropriate disciplinary action may include, but is not limited to, requiring the student to rewrite a paper or retake a test, giving the student an F on the assignment and/or in the course, and/or recommending expulsion. If the action includes giving a course grade of NCR or F and/or a recommendation for expulsion because of academic dishonesty, the faculty member must report the action to the Department Chair and/or Academic Dean (or to the Campus/Program Director for off-campus situations).

2. If a faculty member has reason to suspect academic dishonesty (even after having seen requested additional or revised work when appropriate) and the student denies the allegation, the faculty member may refer the matter to the Provost (through the Campus/Program Director for off-campus situations). Following due process an Academic Judicial Board may be formed to investigate the matter and make a recommendation to the Provost about whether academic honesty has been violated. The Vice President will then take appropriate action which may include, but is not limited to, academic probation, suspension, or expulsion. In this process students may be asked to produce earlier drafts of their work and/or original notes and resources, other samples of writing, or documents deemed appropriate or necessary by the Board.

3. Grades of F or NCR received in courses due to academic dishonesty will be filed with appropriate documentation for future reference in the office of the Provost by the Department Chair, Academic Dean, or Campus/Program Director. Students receiving an F or NCR as a result

of academic dishonesty will be sent a letter from the Provost noting that a second offense will result in expulsion.

4. Expulsion for academic dishonesty will be noted on the student's transcript by the words "Expelled for Academic Dishonesty."

TOPICS & CONCEPTS TO BE COVERED:

- Scanning the marketing environment
- European integration / European Union (EU) / Colonial empire
 - The dynamic environment of international trade & protectionism
 - Cultural dynamics/cultural borrowing and resistance to change
 - Population trends/immigration
- Management style/gender biases/ social responsibility
- Legal environment:
 - International disputes / trade barriers
 - Counterfeiting
 - Green marketing
 - Packaging
 - Food safety
 - Advertising constraints (e.g., advertising to children)
- Consumer behavior & the impact of culture
 - Consumer lifestyle
 - Psychographics (A/I/O)
- Marketing Research
 - Observational research methods
- Marketing Mix
 - Product (Goods & services)
 - Innovation/technology
 - Defining quality
 - Branding / Private labels
 - Place:
 - Distribution (EU)
 - Retailing / Wholesaling
 - Planograms
 - Impact of the internet
 - Promotion
 - Advertising:
 - Cultural diversity
 - Media penetration and acceptance
 - Personal Selling
 - Training. Cultural aspects.
 - Compensation systems
 - Pricing
 - Pricing policy
 - Costs of exporting
 - Transportation costs

Class Schedule

In class meetings: TBD Location: TBD

Please note that the schedule presented here is for the full four (4) credit hours.

The class meetings and number of assignments will vary depending on whether this course is taken with one (1) or (four) 4 units.

Week of...	<i>Description</i>
Feb 4th	<p>Course Overview and Informational Meeting</p> <ul style="list-style-type: none"> - Ensure students have their passports with at least six months validity from the END of travel - Logistic information for the trip, such as travel process and check in process to be discussed - Introduction and meeting to ensure students and the professors know each other prior to travel - Introduction to French culture, French gastronomy, and food business environment.
Feb 11th	<p>Food & beverage industry trends and issues</p> <ul style="list-style-type: none"> • Trends affecting the food industry <ul style="list-style-type: none"> ○ Different restaurant formats • Consumers' environmental & health concerns • Food Advertising • Food Packaging <p style="margin-left: 150px;">} Generational impact Marketing to Children Laws regarding Packaging</p> <ul style="list-style-type: none"> - In order to effectively participate in the class discussion, you MUST read all the articles prior to class. - <u>Article Packet 1 on BB or Google drive:</u> <ul style="list-style-type: none"> ➤ These Will Be the Top Dining Trends of 2018, According to the Biggest Names in Food ➤ The Eurofication of Private Label ➤ All You Need to Know About the Various Formats & Concepts ➤ The Psychology of Menu Design: Reinvent Your 'Silent Salesperson' to Increase Check Averages and Guest Loyalty ➤ Trends in Pet Care Mirror Those of Pet Owners (Nielsen) ➤ Nutrient Content Claims, Promotional Characters And Premium Offers: The Effects Of Marketing On Food Preferences And Food Choices Of Children And Adolescents

Week of...	Description
	<ul style="list-style-type: none"> ➤ Food Labeling and Consumer Associations with Health, Safety, and Environment ➤ The EU's organic food market: facts and rules (infographic) - Roommate assignment - Assignment of assigned food, beverage, restaurant, or food retailer for presentation
Feb 18th	<p>French Culture and Gastronomy</p> <ul style="list-style-type: none"> • History's tie to French gastronomy <ul style="list-style-type: none"> ○ Influence of former colonies & globalization • Michelin & relationship with restaurant marketing • Café & drinking (wine & liquor) culture <ul style="list-style-type: none"> ○ Alcohol and wine advertisements issues with alcoholism ○ Wine classification and its impact on labeling & innovation ○ Wine fraud and its impact on branding - In order to effectively participate in the class discussion, you MUST read all the articles prior to class. - <u>Article Packet 2 on BB or Google drive:</u> <ul style="list-style-type: none"> ➤ Le Bon Vivant: Understanding French Culture through Food ➤ The polysemic meanings of couscous consumption in France ➤ The New Face of French Gastronomy ➤ Can Anyone Save French Food? ➤ Born in the USA, Made in France: How McDonald's Succeeds in the Land of Michelin Stars ➤ Watch video - Cafés and the Culture of Drink: https://oyc.yale.edu/history/hist-276/lecture-10 ➤ French attitudes towards alcohol evolving over time ➤ Understanding French Wine Labels and Terms ➤ Characteristics of strong territorial brands: The case of Champagne ➤ In Vino Veritas: Innovating in the French Wine Industry ➤ The great wine fraud ➤ France: Fraud probe finds Spanish wine being passed off as French - We will also discuss travel logistics and coordination.
Feb 25th	<p>Research:</p> <ul style="list-style-type: none"> - Develop a <u>one page fact sheet</u> of your assigned food, beverage, restaurant, or food retailer. You will have to bring a hard copy of this fact sheet to class

Week of...	Description
	<p>bring a hard copy of this to class.</p> <p>- We will set up an online chat.</p> <p>- Complete research and prepare a PowerPoint™ presentation of your selected French food, beverage, restaurant, or food retailer. Provide some basic background, then focus on describing the marketing mix aspects (price, product, promotion, place), how the market is evolving due to changes in French culture/customs/demographics/etc. What are the differences/similarities compared to the U.S.?</p>
March 4th	<p>Student presentations (10 – 14 minutes per student) based on the research of business//industry completed the prior weeks. You are expected to prepare a PowerPoint to guide your presentation. <u>Please e-mail your PPT to me before class begins.</u></p> <p>Sharing of food, beverage, restaurant, or food retailer and marketing fact sheets. Please email me your fact-sheet one hour before class if you would like me to print it out for the rest of your fellow students. If I do not receive your fact-sheet 1 hour prior to class time, you will be expected to bring print outs for your fellow students.</p> <p>Final discussion of business and cultural issues.</p> <p>We will also discuss travel logistics and coordination.</p>
March 15th- March 24th	<ol style="list-style-type: none"> 1. Attend all scheduled activities and be actively involved in all tours (not attending all scheduled tours/business visits will result in lowering of your final grade). 2. Maintain a daily journal including your reactions to your initial observation, thoughts, and impressions of the culture, and people encountered in France. Your journal can include but is not limited to: <ul style="list-style-type: none"> • Personal observations and insights from each day. • The highs and lows of each day. • Specific details of what you saw and descriptions of the people, businesses, and interactions with people we meet in France, etc. • What you learned that was unique about the culture and food marketing in France and what you learned that was similar to the U.S. culture.
April 1st	Post Travel Debriefing. Discussion will include:

Week of...	<i>Description</i>
	<ul style="list-style-type: none"> - Potential cognitive dissonance - highlights / lowlights - observations of gastronomy in France vs. U.S. - observations of cultural aspects that impact gastronomy - importance of gastronomy to consumers' daily lives - integration of gastronomy with tourism marketing
April 8th - April 15th	Research different restaurant menus and develop a menu for a French-style restaurant. Prepare for discussion in class in the week of April 23rd.
April 22rd	Discussion: <ul style="list-style-type: none"> - Menu design - Restaurant design - Service
April 29th - May 10th	Work on Marketing or Branding Plans. See instructions on Blackboard/Google Drive.
May 13th	Marketing Plan Presentations. Final marketing plan due.

Bibliography:

All readings can be found on Blackboard/Google Drive.

Packet 1:

- European Parliament (2018). "The EU's organic food market: facts and rules (infographic)". Retrieved from: <http://www.europarl.europa.eu/news/en/headlines/society/20180404STO00909/the-eu-s-organic-food-market-facts-and-rules-infographic>
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- Murphy, M. (2017). "These Will Be the Top Dining Trends of 2018, According to the Biggest Names in Food." *Food & Wine*, Dec. 2017. Retrieved from: <https://www.foodandwine.com/news/2018-dining-trends-culinary-superstars>
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Packet 2:

- Béji-Bécheur, A., Ourahmoune, N., & Özçağlar-Toulouse, N. (2014). "The polysemic meanings of couscous consumption in France." *Journal of Consumer Behaviour*, 13(3), 196–203.
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<https://www.theguardian.com/global/2016/sep/11/the-great-wine-fraud-a-vintage-swindle>
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<http://knowledge.wharton.upenn.edu/article/born-in-the-usa-made-in-france-how-mcdonalds-succeeds-in-the-land-of-michelin-stars/>
- Mercer, C. (2018). "France: Fraud probe finds Spanish wine being passed off as French." *Decanter*. July 10, 2018. Accessed from: <https://www.decanter.com/wine-news/spanish-wine-france-fraud-dgccrf-396795/>
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http://web.cortland.edu/flteach/wksp/French_alcohol/index.html
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<https://winefolly.com/review/french-wine-labels-and-terms/>
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<https://berkleycenter.georgetown.edu/posts/le-bon-vivant-understanding-french-culture-through-food>
- Steinberger, M. (2014). "Can Anyone Save French Food?" *New York Times Magazine*. Retrieved from:
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