

Northern Arizona University

France - It is a Oui Bit Different

An Analysis of Marketing Differences of France and the United States

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**Abstract**

My Northern Arizona University Capstone project consists of contracting an International Marketing course (MKT480H) as well as studying abroad and completing the Honors course (HON491C). In the fall of 2023, I will take the International Marketing course to expand my knowledge about the United States and global markets. The work I created in this course will be gathered into a portfolio that I can use to then experience abroad. In Spring 2023, the Capstone course abroad will ensure that I am indulging in the culture and gathering enough information to examine global marketing strategies. The information and research that derives from this will allow me to be an open-minded businesswoman and provide insight to the business community. My professor from the contracted course as well as abroad advisors will continue to be a resource in the development of this experience.

**Project Overview**

International opportunity, whether it is educationally or personally driven, has allowed people to travel and expand their knowledge outside of their traditional lifestyles. International business ventures allow corporations to thrive and innovate to meet the needs of growing economies. For my Honors Capstone, I hope to learn about international business affairs but also to experience it in a hands-on approach. As a business student, I plan to take an International Marketing course in which I will learn about the marketing opportunities and strategies of foreign companies. I chose this because being able to identify different strategies compared to American strategies can be very beneficial to employers and make me a well-rounded businesswoman. I will pair this course with a study abroad program to gain knowledge about

foreign companies and apply those concepts to my study abroad which will allow me to gain skills to use as a business professional.

### **Project Specifics**

For my Honors Capstone, I will be contracting an International Marketing class as an Honors course (MKT480H) as well as studying abroad for a semester and completing the HON 491C course. I plan to take the marketing course in Fall 2022 and study abroad in Spring 2023. With this, I hope to gain knowledge and accumulate notes and concepts to then apply to my trip to France the following semester. The 491C course will allow me to indulge myself in the culture and explore the country to ensure I thoroughly apply my knowledge and make connections about international marketing.

The marketing class will not only provide business knowledge abroad but will also have an Honors component that I hope to use as a resource when I study abroad. The course focuses on planning and implementing marketing mix variables in international settings. This will expose me to many different business practices that can enhance my skills in the business industry that can overall benefit my goals of going to graduate school and being a successful businesswoman. I am very interested in marketing because I am getting a certificate in it, and I am involved with a marketing role on campus in the club Future Businesswomen of America. For my Honors component, I hope to create a deliverable that will collect my edited work and articles in a portfolio that will benefit me when I study abroad. The full scope of this deliverable will be confirmed prior to enrollment with the professor. Being able to learn about international marketing would be very interesting and having the opportunity to study abroad and experience it will be a great learning experience.

For the course I am contracting, my deliverable will be a portfolio (reflection) of all edited work from the course as well as relatable articles, resources, and professor knowledge that I can use as a guideline and resources when I study abroad and use it to apply the concepts. Within the portfolio, I also want to include research that has been discussed in the course as well as possible research that can be performed during my second Capstone experience. This portfolio can be a big resource to me as a businesswoman and this deliverable can be showcased on my LinkedIn and resume.

The study abroad course, 491C is focused on a hands-on and fully engaged study to learn about the culture and become a part of the community. This will allow me to seek different opportunities to explore the town, the people, and its culture. With this, I can easily identify different forms of marketing strategies and apply anything I learned to the work in 491C. The class is also a way to ensure that I am getting the full experience of my study abroad. The class has an integrated public component which I hope to mix with some business ideas as well.

The deliverable for the HON 491C class will be a combination of reflections, blogs, photographs, and short research papers that have me evaluate place from a variety of perspectives. The outline of these deliverables will be clarified in the HON 491C syllabus. These marketing styles will have accumulated from my time abroad and seeing how international companies differentiate from American marketing. The content of this poster will not only be very detailed because I am spending approximately four months in France, but I will also have accumulated two years' worth of knowledge from taking marketing courses since my junior year of college.

For my project, I have identified the following timeline:

- Spring 2022/Fall 2022: Work & Submit Honors contact proposal to professor
- Fall 2022: Complete MKT course and collect knowledge, resources, and tools for study abroad
- Fall 2023: Meet with study abroad advisors to ensure financial aid, courses, and the to-do list is on track/complete
- Fall 2023: Enroll in the 491C course for Spring 2023
- Spring 2023: Study Abroad for the entire semester and complete the course

My Honors Capstone has different budgets that I am accounting for, however, I am closely watching both to ensure they are feasible. First, to contract a class I do not have any expenses aside from tuition which is paid for already. The class might call for materials such as supplies and books in which I have always managed to pay for in the past for other classes. Taking this class will be a resource when I travel abroad for my other Capstone experience. My other Capstone experience, however, is a full semester abroad which does have lots of school, personal, and travel fees. I am working closely with my study abroad advisor to ensure that my financial aid will pay for most of it. Although I feel comfortable knowing that I will get lots of financial aid, I am also saving up for any additional fees or beginning expenses such as getting a passport and plane ticket. As I get a little closer to the trip, my final cost will be guaranteed.

For my contracted course, the public component will be submitting an article about international marketing and my hands-on experience to ANA blogs. ANA blog stands for Association of National Advertisers and accepts pieces to post in their business forum section. My experience will provide a unique article that can be enjoyable and interesting to the business field. This public component will be very beneficial for my resume and help me achieve my

goals of attending graduate school. For my study abroad, there is an integrated public component, a blog in which I will be asked to explore the culture and document it. While it is not directly related to business, I wanted to try to shift my focus to the business side in my blog and complete the assignments correctly but in my own way. This blog will also ensure that I am going out and exploring everything I need to.

### **Project Goals**

The significance of this project goes beyond completing a Capstone to graduate. Being in the business industry has not only been a personal goal for me for many years but it has always been a family-driven ideology that has motivated me to be a successful businesswoman. With this, I want to develop ideas and explore strategies that can improve the marketing field but also challenge myself to experience hands-on business inquiries. This Capstone journey will allow me to take an extra piece from my Honors education and apply it to my study abroad. Business is an ongoing changing field that has ideas and improvements generated to overall improve the world. My Capstone can be an easily accomplished way for me to start looking at ways to contribute to the business industry. As a businesswoman, I want to ensure I am making an impact to represent the resilience of women in the field.

There are many people in the field doing research and exploring concepts that are similar to mine and I want to make sure I do have a uniqueness to mine that can stand out. While I do want to compare American marketing to international marketing, I do believe my project will be more focused on improving my skills as a professional that I can later apply to my work. Creating open-minded and versatile employees can overall benefit the world. Some other questions shaping my project is how I can use my hands-on experience while studying abroad to

contribute to my coursework. I want to make sure that the concepts I learn in my contracted marketing class can be used abroad. The course will truly guide how my deliverables and experience will plan out.

Some limitations include the small town in France where my college is located and how that might affect the experience I get. I want to examine big companies abroad and that might require me to travel to busier and more commercial-based areas. While this is a limitation, it will be a great experience culturally. The courses I get taught in my study abroad are in English, I hope they still use French strategies and use examples that will help me compare what I've learned at NAU.

A potential issue that might occur is the lack of differences in technical concepts. Marketing is a very versatile language and is used globally. While I do understand that many strategies might be the same, I do believe many factors can cause changes and provide a unique international strategy. In the international marketing course, I hope to learn about ways to dissect and observe these strategies. This Capstone experience will allow me to have an open perspective about business concepts that some American consumers or companies might not fully comprehend. Having the opportunity to explore these strategies will create a multiverse market that can have an international impact.

### **Evaluation of Resources**

My Honors Capstone allows me to expand my knowledge about business marketing. Specifically, marketing internationally can have an impact on how the United States strategizes. The experience abroad and resources I plan to gather will allow me to successfully research these concepts.

The International Trade Administration is a resource I used to gather more information about the French economy and the overall business field. This form included doing business in France, selling products, and Political & Economic Environment. Researching the business background of the country will be useful in ensuring I have a good understanding to be able to effectively study the customs abroad as well as conduct more research for the comparison I make. In addition, a very useful tool I found on the site was the e-commerce statistics in which it describes online consumption and market growth trends in the country. Audrey Maffre also explores the French market with focuses on online consumption. Marketing has a huge impact on technology that is still growing, so this information is very applicable. Maffre also examines the difference in culture, language, landscape, traditions, and much more which I believe will have a huge impact on comparing the United States marketing strategies.

To focus more on advertising, Startup Overseas centers on how the French language is seen without English Slogans. The article also explains how people may or may not like the advertising due to cultural beliefs. Team France, a blog consisting of French background and business, also explores media elements within advertisements. It compares content from the U.S and France. Analyzing all factors in the business field is important to truly see the business environment. According to BigCommerce, France is the third-largest market in Europe. Looking at why the country has a hold on the e-commerce market is useful. This information will be very useful during my time in France and my contracted Honors International Marketing course.

### Works Cited

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