



**FRENCH 380**

SCHOOL OF LANGUAGES, CULTURES, AND WORLD AFFAIRS  
 PARTMENT OF FRENCH, FRANCOPHONE AND ITALIAN STUDIES

Film
Lire
Forum : écrire
Quiz1
Prez1

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 Off. Hours. TR 3-5pm, W 10-12am & by appointment

**Marketing, Strategies & Communication in the French Workplace**

10344 - FREN 380 - 01 Fall 2016 - Class: 9:25 am - 10:40 am - TR- MAYBANK HALL 105  
 Aug. 29 - last day of add/drop / Oct. 17 - last day to withdraw from a course with a grade of "W"

Marketing, Strategies & Communication in the French Workplac

Week	Category	Date	Topic	Activity	Notes
Week1	QUEL METIER	Tue 23 Aug 1	Syllabus		
		Thu 25 Aug 2	Marketing	Lecture1	
Week2	QUEL METIER	Tue 30 Aug 3	Marketing	Quiz 1	
		Thu 01 Sep 4	Marketing	Quiz 2	Fiche 1-6
Week3	QUEL METIER	Tue 06 Sep 5	Secteurs économiques	Quiz3	Le coût de la vie 1
		Thu 08 Sep 6	Marketing durable	Quiz4	Fiche 7-11 & 48
Week4	QUELS DEBOUCHÉS	Tue 13 Sep 7	Secteurs économiques	Quiz 5	
		Thu 15 Sep 8	Consommateur	Quiz 6	Fiche 12-17
Week5	QUELS DEBOUCHÉS	Tue 20 Sep 9	Créateurs d'entreprise	Quiz7	
		Thu 22 Sep 10	Offre	Quiz8	Fiche 18-23
Week6	QUELS DEBOUCHÉS	Tue 27 Sep 11	Créateurs d'entreprise	Quiz9	Le Placard 2
		Thu 29 Sep 12	Offre	Quiz10	Fiche 24-29
Week7	MIDTERM	Tue 04 Oct 13	Ressources humaines	Quiz11	
		Thu 06 Oct 14	Communication	Quiz12	Fiche 30-35
Week8	MIDTERM	Tue 11 Oct 15	Midterm Portfolio		
		Thu 13 Oct 16	Stratégie	Quiz13	Fiche 36-48
Week9	MIDTERM	Tue 18 Oct 17	Midterm Présentation		Mon projet professionnel
		Thu 20 Oct 18	Midterm Présentation		Mon projet professionnel
Week10	MONDE PROFESSIONNEL	Tue 25 Oct 19	Ressources humaines	Quiz14	Ma part du gateau 3
		Thu 27 Oct 20	Correspondance pro	Quiz15	
Week11	MONDE PROFESSIONNEL	Tue 01 Nov 21	Correspondance pro	Quiz16	<Face-à-face...>
		Thu 03 Nov 22	Correspondance pro	Quiz17	Forum10
Week12	MONDE PROFESSIONNEL	Tue 08 Nov	Fall Break		
		Thu 10 Nov 23	le télétravail	Quiz18	
Week13	MONDE PROFESSIONNEL	Tue 15 Nov 24	L'industrie du Luxe	Quiz19	Comme un chef 4
		Thu 17 Nov 25	Commerce en ligne	Quiz20	Face-à-face>
Week14	FINAL	Tue 22 Nov 26	Examen		
		Thu 24 Nov	Thanksgiving		
Week15	FINAL	Tue 29 Nov 27	FINAL		
		Thu 01 Dec 28	FINAL		
Week16	EXAMEN FINAL Thu 08 Dec 9-11:00 ----- Final présentations -----				

28 Attendance/Participation/preparednes	280
20 Announced Quiz (written or oral)	200
10 Daily written assignments/homework	120
4 Présentations pédagogiques	80
2 Oral face à face with the Prof	30
<b>Total</b>	<b>710</b>

Project Midterm écrit	60
Projet midterm présentatio	30
Exam (comprehension)	60
Project Final	100
Projet Final présentation	40
<b>Total</b>	<b>290</b>

8/22/2016 18:41

Grading rubrics

1000