Course Name: Business and Cultural Introduction to Vietnam and Myanmar

Course Numbers:
MKT 394 Cooperative Education in Marketing
MKT 474 International Marketing
MKT 596 Research Issues & Problems
MKT 796 Independent Study: Marketing
UHC 350 Honors Study Abroad
IDS 397 International Culture & Study Abroad
IDS 297 International Culture & Study Abroad

Credit Hours: 3 undergraduate/graduate

Course Overview & Objectives:
The course integrates and addresses the impact of cultural, economic, political, infrastructure, and population variables in global marketing management.

Influential business perspectives are recognizing the important trend of emerging/surging Asian countries such as Vietnam and Myanmar; and recognizing the new trend of migrating production from China to Vietnam and Myanmar due to rising labor costs.

Students will assume the perspective of a marketing officer of a company interested in entering international markets and/or expanding business in new countries.

The program director and in-country professionals will lead class discussions and field trips to economically, culturally, and historically significant sites.

Program Fee: $3,535

Program Fee Includes: Transportation to and from Vietnam & Myanmar, lodging in Vietnam and Myanmar, tour guides, program activities and admission fees; Study Away student fee and basic medical insurance; separated costs not available.

Program Fee Excludes: Passport, ground transportation in Springfield, meals not provided per itinerary, visa fees for Vietnam & Myanmar, ground transportation for personal excursions, immunizations, incidentals/misc personal expenses, and souvenirs.

$612/750 MSU tuition for 3 hours of undergraduate/graduate credit. Both Missouri residents and non-residents pay the Mo. resident per-credit-hour tuition rate, per University policy.

Online applications are due by February 13, 2015. A nonrefundable deposit of $530 will be billed to your student account. To apply, please:
• Go to the Study Away website
• Click Apply Now
• Click Search for a Program (under Apply for a Study Away Program)
• Click Simple Search
• Type in Vietnam under Program Name
• Click on Business and Cultural Introduction to Vietnam and Myanmar
• Click on Apply Now

Scholarship Eligibility & Financial Aid
COB students who meet the College of Business eligibility requirements will automatically receive a $500 award to assist with travel costs. To view the requirements visit http://ibp.missouristate.edu/200862.htm. Additionally, students who receive financial aid may apply aid to this program. Contact the Office of Financial Aid at 836-5262 for more information.

Interested in going?
Contact the Program Director, Courtney Pham, Marketing Dept. CPham@MissouriState.edu 417-836-4124
**Course Schedule & Itinerary**

**PRE-TRAVEL CLASS MEETINGS**

**March 17, 2015 Study Away**

Preparedness: student responsibilities as guests in a foreign nation; overview of course content, expectations, and assignments.

**March 24, 2015 Market Overview:**

demographic segmentation in Vietnam and Myanmar.

**April 7, 2015 Country Snapshots:** small group 15-minute presentations: identify and address global issues that have short- or long-term effects on specific industries.

**April 14, 2015 Global Distribution/Branding:** small group exercise informing students how Vietnam could be the next tier of emerging markets.

**April 21, 2015 Preparation for International Travel:** chow to avoid being an “ugly American”. Students will be traveling as citizen diplomats and are representing the United States as well as Missouri State University.

**April 28, 2015 Preparation for International Travel:** Currency, regulated articles, packing list, and expectations.

**STUDY TOUR**

**May 16, 2015:** Depart Springfield for Vietnam.

**May 18, 2015:** Arrival to Ho Chi Minh City.

**May 19, 2015:** Visit Saigon Tech University for lecture. Spend the afternoon with a local Vietnamese student to visit Notre Dame Cathedral, Old Saigon Post Office, and malls.

**May 20, 2015:** Visit U.S. Consulate in Ho Chi Minh City to learn about politics and foreign aid activities (governmental and non-governmental) successes and failures.

**May 21, 2015:** Visit Can Tho City, the capital of Mekong Delta. Visit the Vietnamese religion, Caodaiism in Cai Lay Temple. Dinner with a traditional show, Mekong Amateur Music.

**May 22, 2015:** Boat ride to floating market, business visit to an international company based in Denmark.

**May 23, 2015:** Free day in Ho Chi Minh City.

**May 24, 2015:** Fly to Yangon, Myanmar. Visit the Shwedagon Pagoda, the landmark of Myanmar. Dinner and dancing performance.

**May 25, 2015:** Short flight to Bagan. Visit Ananda Temple and Shwezigone Pagoda.

**May 26, 2015:** Drive to Salay with stop to study Toddy farmer’s life, collecting toddy wine, making molasses, and making handmade oil. Visit Yoke-son Monastery.

**May 27, 2015:** Short flight to Heho to visit Inle Lake. Visit Phaungdawoo Pagoda followed by Nga Phe Chaung Monastery. Visit local traditional iron work and Shan paper-making industry.


**May 29, 2015:** Depart for Springfield, Mo.

**POST-TRAVEL CLASS MEETING (TBA)**

Focus group regarding program evaluation and recommendations.

**Course Credit & Requirements**

Students must fulfill the following academic requirements:

A. Attend scheduled meetings before, during and after the program
B. Attend all lectures, presentations and relevant educational excursions provided during the program
C. Participate fully in assigned activities
D. Participate in a post-travel focus group to share feelings about the program and discuss strengths/weaknesses, potential improvements for future programs, etc.
E. Organize, write, and present a 5 to 8 page report based on personal and professional observations and development
F. Maintain a daily reflection journal during the program
G. Individually (or in small groups as required by course enrollment) prepare and lead one small group educational exercise to complement lecture-based material (for pre-travel meetings)

**Assessment of Learning:** Points A through D above will be evaluated on a “pass/fail” basis. Pending successful completion of these components, students will receive a letter grade based upon:

- Country Snapshot (team based) - 20%
- Cultural Insights (team based) - 20%
- Presentation/Participation (team based) - 20%
- Written Report (individual) - 20%
- Journal (individual) - 20%

**PLEASE NOTE:** Everyone will receive an “I” (Incomplete) on their report cards for this course at the end of Spring semester. The grade for this course is not assigned until completion of the study tour in Vietnam.

**Required Text:** No text required; however, two optional books are offered for a deeper understanding of global marketing.


**Application & Payment Procedures**

Missouri State University students and others who are approved by the Program Director may apply.

**MSU Students:** A non-refundable deposit of $530 will be billed to your University account upon application (deadline February 13, 2015). You will receive a second billing on March 13, 2015 and a final billing on April 17, 2015 for the balance of the program fee ($3,005). MSU course tuition ($612/750) will be billed to your University account separately and is due according to the university payment plan.

**Visiting Students:** A non-refundable deposit of $530 must be paid through the Study Away Storefront on or before February 13, 2015. The balance of the program fee ($3,005) must be paid through the Study Away Storefront by April 17, 2015. MSU course tuition is also due by April 17, 2015 and must be paid at the bursar’s office or on-line through my.missouristate.edu.

In order to ensure participation in this Study Away program, each student must pay the entire program fee by April 24, 2015. Alternatively, a student may show proof of the financial aid that will pay for the fee. If a student does not pay the program fee, or does not show proof of financial aid that is sufficient to cover the fee, the student will be withdrawn from the Study Away program, dropped from the course, and his/her airline reservation will be canceled. Visiting students must also fully pay the tuition amount by April 24, 2015 in order to stay enrolled in the program. Estimated program fees are based on rates in effect on the publication date of this flyer and may be subject to change. Program participants agree to a potential increase of up to 10% if rates increase before or during travel.

**Cancellation & Refund Policies**

- Students who withdraw prior to April 3, 2015 will receive a refund of fees paid, less the $530 deposit and any non-refundable purchases made on his/her behalf.
- If a student must withdraw after April 3, 2015 for a bona fide medical reason, s/he will receive a refund of fees paid, less the $530 deposit and non-refundable expenses. A certificate of incapacitating illness or injury from a licenses physician is required.
- Students withdrawing voluntarily after April 3, 2015 will receive no refund.
- When the program begins, no refunds will be issued under any circumstances.
- All notifications of withdrawal must be made in writing and sent to the Program Director and the Director of Study Away Programs at the Study Away Office, Jim D. Morris Center, Suite 403. Non-payment of fees does not guarantee withdrawal.