

Vietnam & Cambodia

Short-term Faculty-led Study Away Program • Summer Intersession • May 19 - June 2, 2012

Program Name:

Global Opportunities in Vietnam & Cambodia

Course Numbers & Names:

MKT 394

Cooperative Education in Marketing

MKT 596

Research Issues & Problems

MKT 796

Independent Study: Marketing

IDS 397

International Culture & Study Abroad

GRY 470

International Field Study in Geography

Credit hours: **3** (undergraduate or graduate)

Course Overview:

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

Participants will explore marketing issues from a cross-cultural point of view, focusing on important business trends of emerging/surging Asian countries such as Vietnam and Cambodia.

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.

Estimated Cost: **\$3,195**

Includes: Air & ground transportation, hotels, some meals (see itinerary), entrance fees to museums and other venues; Study Away student fee, including International Student Identity Card. Separated costs not available.

Excludes: MSU tuition for 3 hours of undergraduate or graduate credit; passport & visa fees; immunization; transportation to/from Springfield airport; some meals; misc. personal expenses.

Nonrefundable deposit due with application by Wed., Feb. 15, 2012: \$480
(will be billed to your student account)

Airfare due Wed., March 7, 2012: \$1,800

Balance due Fri., April 20, 2012: \$915

Voucher Eligibility & Financial Aid

If you entered MSU as a freshman in 2009 or 2010, you may use the **Study Away \$500 voucher**. Students who receive financial aid through MSU may apply that aid to the program, if eligible. Contact the Office of Financial Aid at 836-5262 for more information.

Informational Meeting: **TBA**

Pre-travel Class Meetings:

Mondays, March 12 & 26;

April 9, 16, 23 (MKT 796 only) & 30
Time & location TBA

Depart Springfield for Ho Chi Minh City:

Saturday, May 19, 2012

(Arrive **Sun., May 20**)

Depart Siem Reap, Cambodia;
arrive in Springfield:

Saturday, June 2, 2012

Post-travel Class Meeting: **TBA**

Interested in going?

Contact the Program Director,
Ms. Courtney Pham, Marketing Department,
for more information: 836-4124
or CPham@missouristate.edu



Missouri State
UNIVERSITY

An EO/AA Institution

Study Away!

Missouri State University Study Away Programs

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Course Schedule & Itinerary

PRE-TRAVEL CLASS MEETINGS

The class will meet for five (5) 1.5-hour sessions during the Spring 2012 semester (time & location TBA):

Mon., March 12 - Study Away Preparedness & Orientation - Preparation for international travel; student responsibilities as guests in a foreign nation; overview of course content, expectations and assignments

Mon., March 26 - Market Overview - Demographic segmentation in Vietnam and Cambodia

Mon., April 9 - Country Snapshots - Small group 15-minute presentations: identify and address global issues that have short- or long-term effects on specific industries

Mon., April 16 - Cultural Insights - Small group exercise to assimilate Vietnam and Cambodia as the next tier of emerging markets

Mon., April 23 - Case Study Presentation - Only for graduate students (MKT 796)

Mon., April 30 - International Travel Preparedness - Customs, currency, regulated articles, packing list, conduct and expectations

STUDY TOUR

Sat., May 19 - Depart Springfield (meet at airport 2 hours prior to departure).

Sun., May 20 - Evening arrival at Tan Son Nhat Airport in **Ho Chi Minh City, Vietnam**; get acquainted with the vicinity of the hotel.

Mon., May 21 - Visit the **U.S. Consulate** for discussion of politics and foreign aid. (B)

Tues., May 22 - Meet with **United Airlines**; discuss branding across cultures. (B)

Wed., May 23 - Visit **Saigon Tech University**; Professor Quoc Ngo will share his experiences as an expat teaching in Vietnam after many years of working for Oracle and Sun Microsystems. Spend the afternoon shadowing a local Vietnamese student. (B)

Thurs., May 24 - Meet with **U.S. Chamber of Commerce** - Focus on improving the business environment and developing networking, information-sharing and outreach activities to promote trade and investment between Vietnam and the U.S. (B)

Fri., May 25 - Tour a textile manufacturer that is contracting with American apparel companies; visit local markets and shopping malls (compare and contrast with U.S. retail outlets). (B)

Sat., May 26 - Visit the **Cu Chi** underground tunnels built during the war, the Presidential Palace, Notre Dame Cathedral, Old Saigon Post Office, and the History Museum. (B)

Sun., May 27 - Free time to explore Saigon. (B)

Mon., May 28 - Depart for Noi Bai Airport, **Hanoi**. Tour sights such as Ho Chi Minh's Mausoleum, One Pillar Pagoda, the Fine Art Museum, Temple of Literature, Lake of Restored Sword, and the Old Quarter. In the evening, enjoy a traditional Vietnamese water puppet show. (B,D)

Tues., May 29 - Travel to **Ha Long Bay**, a UNESCO site and popular tourist destination; board vessel for a 5-hour ocean tour of the more than 3,000 magical islets. Return to Bai Chay, then Hanoi. Free evening. (B,L,D)

Wed., May 30 - Free time in AM, then depart for flight to **Siem Reap, Cambodia**. (B,L,D)

Thurs., May 31 - Visit **Angkor Wat**, a UNESCO site. This early 12th century palace and temple complex is the national symbol and the highlight of any visit to Cambodia. (B,L,D)

Fri., June 1 - Visit **Banteay Srei Temple**, the jewel of classical Khmer art. Built in pink sandstone, the walls are covered in exquisitely preserved carvings. (B,L,D)

Sat., June 2 - Visit a fish farm at **Tonlé Sap Lake**, Asia's biggest inland lake and source of the largest harvest of freshwater fish in the world. **Depart for Springfield**. (B,L)

Post-travel Class Meeting (2.5 hrs.): TBA

Focus Group regarding program evaluation and recommendations.

Course Requirements

Students must fulfill the following academic requirements:

- Attend scheduled meetings before, during and after travel
- Attend all lectures, presentations and relevant educational excursions during the study tour
- Participate fully in assigned activities
- Participate in a post-travel focus group
- Prepare and present a 5- to 8-page report on personal and professional observations and development
- Maintain a daily reflection journal during travel
- Individually or in small groups, prepare and lead an educational exercise to complement lecture-based material

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 and Cambodia.

Required text: None; however, these optional books are worth reading for a deeper understanding of global marketing:

- Globality: Competing with Everyone and Everywhere for Everything* by Sirkin et al, Business Press, 2008.
- World Out of Balance* by Paul Laudicina, McGraw-Hill, 2004. Addresses competition, changing global demographics and the "new consumer."

Application & Payment

Missouri State University students who are approved by the Program Director may apply. Instructions are included on the program application. A **non-refundable deposit of \$480** will be billed to your student account upon application (due by **Feb. 15, 2012**). Airfare (**\$1,800**) will be due **March 7, 2012**, and the balance of the program cost (**\$915**) will be billed to your account on **April 20, 2012**.

The published program cost is based on rates in effect on the publication date of this flyer and may be subject to change due to currency exchange rates and other factors. **Program participants agree to a potential increase of up to 10% in the program fee if costs increase before or during travel.**

Cancellation & Refund Policies

- Students who withdraw prior to **April 6, 2012**, will receive a refund of fees paid, less the \$480 deposit and any non-refundable purchases made on their behalf.
- If a student is forced to withdraw after **April 6, 2012**, for a bona fide medical reason, s/he will receive a refund of fees paid, less the \$480 deposit and expenses. A certificate of incapacitating illness or injury from a licensed physician is required.
- Students withdrawing voluntarily after **April 6, 2012**, or withdrawing due to medical reasons not protected under the fees refund policy, receive no refund.
- Once the program has started, students withdrawing receive no refund under any circumstances.
- All notifications of withdrawal must be made in writing and sent to the Program Director and to Elizabeth Strong at the Study Away Office, Jim D. Morris Center, Suite 403. **Non-payment of fees does not guarantee automatic withdrawal.**
- Any plans by a participant not to travel and return with the group must also be submitted in writing to the Program Director and the Study Away Office.
- The program may be cancelled if enrollment is fewer than 6 participants. In this event, students will receive a full refund.
- The maximum number of participants is 12. If more than this number apply, there will be a stand-by list.