



## Short-term Faculty-led Study Away Program • Spring Break • March 7-16, 2014

### Course Name: **Ecotourism and Logistics in Costa Rica**

**Course Numbers:** **MKT 394** Cooperative Education in Marketing, **MKT 596** Research Issues & Problems, **MKT 796** Independent Study Marketing, **IDS 397** International Culture & Study Abroad, **MKT 474** International Marketing, **MKT 464** International Logistics & Supply Chain Management, **MKT 764** International Logistics & Supply Chain Management, **MKT 774** International Marketing

**Credit Hours:** **3** undergraduate/graduate

### Course Overview & Objectives:

This course incorporates the impact of cultural, social, economic, political, and infrastructure issues in global marketing.

Students will explore the concept of ecotourism and multi-national marketing issues from a cross-cultural point of view. Specific studies are directed toward significant market trends of Costa Rica as an emerging Central American market.

Class participants will:

- develop a marketing plan to promote Costa Rica as a tourism destination OR
- develop a logistics plan to export or import some product to or from Costa Rica

Each student group of two will be assigned a different market segment prior to traveling to Costa Rica. Students will need to present and defend their marketing plan.

The program director will lead class discussions and field trips to economically, culturally, and historically significant sites including visits with Intel and the US Embassy Commercial Attaché.

### Program Fee: **\$2,975**

**Program Fee Includes:** Roundtrip airfare, lodging, tour guides, program activities and admission fees, some meals, basic medical insurance, and Study Away student fee.

**Program Fee Excludes:** Passport and visa fees, some meals and gratuities, immunization, incidentals/misc personal expenses, and MSU tuition for 3 hours of undergraduate or graduate credit (\$612/741). Both Missouri residents and non-residents pay the MO resident per-credit-hour tuition rate, per University policy.

**Applications are due by December 2, 2013. A nonrefundable deposit of \$450 will be billed to your student account.** Please see Application & Payment Procedures for MSU and Visiting Students on reverse.

### 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://business.missouri.state.edu/assets/business/COB\\_Study\\_Away\\_Financial\\_Award\\_Program\\_Final\\_AY13\\_14.pdf](http://business.missouri.state.edu/assets/business/COB_Study_Away_Financial_Award_Program_Final_AY13_14.pdf). Additionally, students who receive financial aid may apply aid to this program. Contact the Office of Financial Aid at 836-5262 for more information.

**Missouri State**  
UNIVERSITY

An EO/AA Institution

Informational Meeting:  
TBA

Application Due:  
December 2, 2013

Pre-Travel Meetings:  
Five weekly meetings between  
January 15 - March 6, 2014,  
dates, locations, & times TBA

Depart Springfield for Costa Rica:  
March 7, 2014

Depart Costa Rica for Springfield:  
March 16, 2014

Post-Travel Meeting:  
Two meetings in March & May  
2014, date, location, & time TBA

### Interested in going?

Contact the Program Director,

**Chuck Hermans, PhD**, Professor,  
Department of Marketing  
(417) 836-8373

[ChuckHermans@MissouriState.edu](mailto:ChuckHermans@MissouriState.edu)

**Study  
Away!**

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## Course Schedule

### PRE TRAVEL MEETINGS

Pre-travel preparedness and instruction. Dates, times, and location TBA.

**Meeting 1:** Overview of the course requirements, passport checks, and travel prep. Module One Discussion – Culture and Global Marketing

**Meeting 2:** Overview of marketing opportunities in Costa Rica. Module Two Discussion– Understanding the Global Marketing Environment.

**Meeting 3:** In-depth look at the export and ecotourism industries in Costa Rica. Topics will include the history, growth and current business environment of key Costa Rican industries. Module Three Discussion– The New Global Marketplace and Global Logistics.

**Meeting 4:** Overview of local laws/customs, travel prep, and safety.

**Meeting 5:** A discussion on cultural intelligence; which posits that understanding an individual's cultural background on their behavior is essential for effective business. The focus will be upon Costa Rica in particular. Module Four Discussion– The 4 p's of Global Marketing.

### STUDY TOUR

Itinerary subject to change.

**March 7, 2014:** Depart from San Jose, CR, arrive early evening.

**March 8, 2014:** Day trip to Tortuga Island.

**March 9, 2014:** Jungle Crocodile Safari at Tarcoles River.

**March 10, 2014:** Corporate visits including Intel and US Embassy Commercial Attaché.

**March 11, 2014:** Visit to a local coffee plantation, coffee processing plant, and Sarchi Ox Cart Factory Tours.

**March 12, 2014:** Arenal Paraiso Canopy Tour (ziplining) and Night Pass Tabacon Hot Springs.

**March 13, 2014:** Students choice: Venado Caves Tour or Arenal ATV Tour.

**March 14, 2014:** Poas Volcano and La Paz Waterfall.

**March 15, 2014:** Free day for exploration. Recommended activities include a guided city tour, the rainforest arial tram, or Tortuguero National Park.

**March 16, 2014:** Breakfast at hotel. Depart for U.S. arriving Springfield around 8pm.

### POST TRAVEL MEETINGS

**Meeting 1:** Debriefing.

**Meeting 2:** Student presentations.

## Course Credit & Requirements

The course project is to develop either 1) a marketing plan to promote Costa Rica as a tourism destination or 2) a logistics plan to promote, sell and transport goods to or from Costa Rica. Each student group of two will be assigned a different topic prior to traveling to Costa Rica. Based on their own experiences in Costa Rica the groups will need to design 1) a plan and 2) a marketing device (poster, giveaway etc) that would be used to help sell Costa Rica. Students will present their marketing plan which should include estimated pricing, schedule, itinerary, sites, and promotional plan. Students should be prepared to defend why certain activities/sites were included and why some were not.

Graduate Students: To receive credit for this course at the graduate level, students will be required to perform primary research, collect and analyze data as part of the course project. Students will prepare a research proposal in advance of the trip to Costa Rica which will follow the market research process outlining the problem and analysis procedures. The proposal must be approved by the instructor prior to starting data collection. In addition, the module quizzes for graduate students will include an essay component.

### Assessment of Learning

Assuming successful completion of the "pass/fail" components, the course grade will be determined as a combination of performance, a final paper and presentation, and reflection journal.

- Module Quizzes 20%
- Project Presentation 60%
- Participation 20%

**Required text MKT 464/774:** *International Marketing* – 16th ed., Cateora and Graham McGraw/Hill.

**Required text MKT 464/764:** *International Logistics* – 3rd ed., David and Stewart.

*Additional readings specific to business in Costa Rica provided by instructor.*

## Application & Payment Procedures

Missouri State University students and others who are approved by a Program Director may apply. Instructions are included on the program application.

**MSU Students:** A non-refundable deposit of \$450 will be billed to your University account upon application (deadline Dec. 2, 2013). You will receive a second billing on Jan. 3, 2014 and a final billing on Feb. 7, 2014, for the balance of the program fee (\$2,525). MSU

course tuition will be billed to your University account and is due according to the university payment plan.

**Visiting Students:** A non-refundable deposit of \$450 (check or money order) must accompany your application (deadline Dec. 2, 2013). A check or money order for the balance of the program fee (\$2,525) and MSU course tuition will be due by Feb. 7, 2014.

**IN ORDER TO ENSURE PARTICIPATION IN THIS STUDY AWAY PROGRAM, THE ENTIRE AMOUNT OF THE PROGRAM FEE MUST BE RECEIVED BY FEBRUARY 21, 2014. PAYMENT CAN BE MADE ONLINE OR AT THE BURSAR'S OFFICE.** 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 Jan. 31, 2014 will receive a refund of fees paid, less the \$450 deposit and any non-refundable purchases made on his/her behalf.
- If a student is forced to withdraw after Jan. 31, 2014 for a bona fide medical reason, s/he will receive a refund of fees paid, less the \$450 deposit and expenses. A certificate of incapacitating illness or injury from a licensed physician is required.
- Students withdrawing voluntarily after Jan. 31, 2014, or withdrawing due to medical reasons not protected under the fees refund policy, receive no refund.
- Once the program has started, no refunds will be issued under any circumstances.
- All notifications of withdrawal must be made in writing and sent to the Program Director and Director of Study Away Programs at the Study Away Office, Jim D. Morris Center, Suite 403. Expenses will be determined upon the date Study Away receives the notification. Non-payment of fees does not guarantee automatic withdrawal.