

# Vietnam



## Short-term Faculty-led Study Away Program • 2nd Block Spring 2014 • May 17-31, 2014

Course Name: **Business and Essence of Culture in Vietnam**

Course Numbers:

**MKT 394**

Cooperative Education in Marketing

**MKT 596**

Research Issues & Problems

**MKT 796**

Independent Study: Marketing

**IDS 397**

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.

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.

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: \$3,275

**Program Fee Includes:** Transportation to and from Vietnam, lodging in Vietnam, 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, ground transportation for personal excursions, incidentals/misc personal expenses, and souvenirs. \$612/741 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.

**Applications are due by February 14, 2014. A nonrefundable deposit of \$495 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.missouristate.edu/assets/business/COB\\_Study\\_Away\\_Financial\\_Award\\_Program\\_Final\\_AY13\\_14.pdf](http://business.missouristate.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.

Informational Meeting:  
TBA

Application Due:  
February 14, 2014

Pre-travel Class Meetings  
See reverse.

Depart Springfield for Vietnam:  
May 17, 2014

Depart Vietnam for Springfield:  
May 31, 2014

Post-travel Meeting, Papers Due:  
TBA

### Interested in going?

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

# Study Away!

Missouri State University Study Away Programs  
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**Missouri State**  
UNIVERSITY

An EO/AA Institution

## Course Schedule & Itinerary

### PRE-TRAVEL CLASS MEETINGS

Review syllabus, course expectations and assignments, introduction to global issues that have short or long-term effects on specific industries.

#### **Monday, March 17, 2014**

##### **Preparation for International Travel:**

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

#### **Monday, March 24, 2014**

**Market Overview:** demographic segmentation in Vietnam.

#### **Monday, April 7, 2014**

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

#### **Monday, April 14, 2014**

**Global Distribution/Branding:** small group exercise to assimilate Vietnam as the next tier of emerging markets.

#### **Monday, April 21, 2014**

**Cultural Customs and Conduct.**

#### **Monday, April 28, 2014**

**Currency, regulated articles, packing list, and expectations.**

### STUDY TOUR

**Saturday, May 17, 2014:** Depart Springfield for Vietnam.

**Monday, May 19, 2014:** Arrival to Ho Chi Minh City.

**Saturday, May 23, 2014:** Day tour of the Mekong Delta.

**Sunday, May 24, 2014:** Depart for Hue, Vietnam.

**Tuesday, May 27, 2014:** Depart for Nha Trang and Mui Ne, Vietnam.

**Friday, May 30, 2014:** Return to Ho Chi Minh City, Vietnam.

**May 31, 2014:** Depart for Springfield.

### 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.

*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

## 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 \$495 will be billed to your University account upon application (deadline Feb. 14, 2014). You will receive a second billing on Mar. 14, 2014 and a final billing on April 18, 2014, for the balance of the program fee (\$2,780). MSU course tuition (\$612/\$741) will be billed to your University account and is due according to the university payment plan.

**Visiting Students:** A non-refundable deposit of \$495 (check or money order) must accompany your application (deadline Feb 14, 2014). A check or money order for the balance of the program fee (\$2,780) and MSU course tuition (\$612/741) will be due by April 25, 2014.

**IN ORDER TO ENSURE PARTICIPATION IN THIS STUDY AWAY PROGRAM, THE ENTIRE AMOUNT OF THE PROGRAM FEE MUST BE RECEIVED BY FRI., MAY 2, 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 March 28, 2014 will receive a refund of fees paid, less the \$495 deposit and any non-refundable purchases made on his/her behalf.
- If a student is forced to withdraw after March 28, 2014 or a bona fide medical reason, s/he will receive a refund of fees paid, less the \$495 deposit and expenses. A certificate of incapacitating illness or injury from a licensed physician is required.
- Students withdrawing voluntarily after March 28, 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. Non-payment of fees does not guarantee automatic withdrawal.