



Brazil

Photo by: Marco Sleal

Short-term Faculty-led Study Away Program • Spring Break • March 8-17, 2013

Course Name: **International Marketing and the Marketing of Emerging Markets**

Course Number: **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

Credit Hours: **3** (undergraduate or 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 Brazil as an emerging South American market.

Class Participants will develop a marketing plan to promote Brazil as a tourism destination. Each student group of two will be assigned a different market segment prior to traveling to Brazil. 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.

Program Fee: \$3,175

Program Fee Includes: Round-trip airfare from St. Louis to Brazil, hotel, in-country transportation, and admission to scheduled attractions. Study Away student fee and basic medical insurance; separated costs not available.

Program Fee Excludes: Passport, ground transportation to/from St. Louis, meals not provided per itinerary, subway pass in Rio, incidentals/misc personal expenses, tips, and souvenirs. \$601.44/726.00 MSU tuition for 3 hours of undergraduate credit. Both Missouri residents and non-residents pay the Mo. resident per-credit-hour tuition rate, per University policy.

Applications are due by November 30, 2012. A nonrefundable deposit of \$476.25 will be billed to your student account.

Please see Application & Payment Procedures for MSU and Visiting Students on reverse.

Scholarship Eligibility & Financial Aid

Study Away scholarship funds in variable amounts up to \$2,000 are available to students studying abroad during winter intersession 2013, spring 2013, and summer 2013 terms. The scholarship is need-based for full-time, degree-seeking students with a minimum 3.0 GPA applying for an approved Study Away program. This may be a semester, summer, or short-term faculty led program offered during the terms listed above. Students must complete the application by February 19, 2013 to apply funds to this program.

Informational Meeting:
TBA

Application Due:
November 30, 2012

Pre-travel Class Meetings
TBA

Depart St. Louis for Brazil:
March 8, 2013

Depart Brazil for St. Louis:
March 17, 2013

Post-travel Meeting, Projects Due:
TBA

Interested in going?

Contact the Program Director,
Dr. Charles Hermans, Professor,
Department of Marketing
(417) 836-8373
ChuckHermans@MissouriState.edu

Study Away!

Missouri State

U N I V E R S I T Y

An EO/AA Institution

Missouri State University Study Away Programs
Jim D. Morris Center, Suite 403
301 S. Jefferson Ave., Springfield, MO 65806
P: 417-836-6368 • E: StudyAway@MissouriState.edu
W: <http://international.missouristate.edu/studyaway/>

Course Schedule & Itinerary

STUDY TOUR

March 8, 2013: Depart St. Louis for Brazil, arrive late and overnight in Manaus.

March 9, 2013: Explore Predidente Figueriredo, the "Land of Waterfalls."

March 10, 2013: Travel by river taxi (boat) to an ecolodge on the Amazon River. A local guide will discuss ecosystems of the river, the balance and biodiversity of the plants, and their historical and continued relevance to the pharmaceutical industry.

March 11, 2013: Begin the morning with a rainforest tour to introduce students to the local flora and fauna. This trek will include a visit to a caboclo village to see how traditional Amazon dwellers live. Students will then use traditional Amazonian fishing methods to catch dinner.

March 12, 2013: Travel to Rio de Janeiro, arrive early evening.

March 13-14, 2013: Explore the city of Rio de Janeiro with a city tour, an FMC Technologies tour, and a Petrobras Energy business tour. Discuss the economic divide between the newly wealthy of Brazil and the impoverished who dwell in the various favelas.

March 15, 2013: Morning visit to the summit of Corcovado Mountain, followed by afternoon free time to explore Rio de Janeiro. The group will convene in early evening for a professional samba lesson (optional \$50.00 p/p).

March 16, 2013: Begin the day with an optional visit to the summit of Sugarloaf Mountain (\$80.00 p/p). End the day relaxing on Ipanema Beach.

March 17, 2013: Depart Rio de Janeiro for St. Louis.

PRE & POST-TRAVEL CLASS MEETINGS

The course requires 5 pre-trip meetings and 2 post-trip meetings for preparation and post trip de-briefing and presentations.

Course Credit & Requirements

This course includes four modules student will self-study. After each module they will take an

online quiz to ensure they have mastered the material PRIOR to the first face to face lecture. Students with credit in International Marketing or similar will be given credit for this portion of the course.

Module 1: Culture and Global Marketing

- Geography and History: The Foundations of Cultural Understanding
- Cultural Dynamics in Assessing Global Markets
- Business Customs in Global Marketing

Module 2: Understanding the Global Marketing Environment

- The Political Environment
- The International Legal Environment
- Developing a Global Vision through Marketing Research

Module 3: The New Global Marketplace

- Emerging Markets
- Multinational Market Regions and Market Groups

Module 4: The 4 p's of Global Marketing

- Creating Products for Consumers in Global Markets
- Distribution Systems and International Marketing Channels
- Global Advertising/Promotion
- Personal Selling/Sales Management
- Pricing for International Markets

Course Project

The course project is to develop a marketing plan to promote Brazil as a tourism destination. Each student group of two will be assigned a different market segment prior to traveling to Brazil. Based on their own experiences in Brazil the groups will need to design 1) a plan to reach that segment and 2) a marketing device (poster, giveaway etc) that would be used to help sell Brazil. 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.

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.

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

Required Text: *International Marketing* Cateora & Graham McGraw/Hill.

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 **\$476.25** will be billed to your University account upon application (deadline Nov. 30, 2012). You will receive a second billing on Jan. 4, 2013 and a final billing on Feb. 8, 2013, for the balance of the program fee (\$2,698.75). MSU course tuition (\$601.44/726.00) will be billed to your University account and is due according to the university payment plan.

Visiting Students: A non-refundable deposit of **\$476.25** (check or money order) must accompany your application (deadline Nov. 30, 2012). A check or money order for the **balance of the program fee (\$2,698.75) will be due by Feb. 8, 2013.** MSU course tuition (\$601.44/726.00) will be billed to your University account and is due according to the university payment plan.

IN ORDER TO ENSURE PARTICIPATION IN THIS STUDY AWAY PROGRAM, THE ENTIRE AMOUNT OF THE PROGRAM FEE MUST BE RECEIVED BY FRIDAY, FEBRUARY 22, 2013. 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, 2013 will receive a refund of fees paid, less the **\$476.25** deposit and any non-refundable purchases made on his/her behalf.
- If a student is forced to withdraw after Jan. 31, 2013 or a bona fide medical reason, s/he will receive a refund of fees paid, less the **\$476.25** deposit and expenses. A certificate of incapacitating illness or injury from a licensed physician is required.
- Students withdrawing voluntarily after Jan. 31, 2013, 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.
- This program will be cancelled if enrollment is fewer than 18 participants. In this event, MSU students will receive a full refund.