

Vietnam & Thailand

Short-term Faculty-led Study Away Program • Spring 2013 • May 18-June 2, 2013

Course Name: **Business & Cultural Experiences in Vietnam & Thailand**

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** (graduate or undergraduate)

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: \$3,395 Vietnam & Thailand
\$2,500 Vietnam only

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

Program Fee Excludes:

- Passport and visa fee; some meals and gratuities; misc. personal expenses
- Immunization
- \$601.44 MSU tuition for 3 hours of undergraduate credit or \$726.00 MSU tuition of graduate credit. Both Missouri residents and non-residents pay the Mo. resident per-credit-hour tuition rate, per University policy.

Applications are due by Friday, Feb. 15, 2013. A **nonrefundable deposit of \$510 or \$375 (for Vietnam only) will be billed to your student account.** Please see Application & Payment Procedures for MSU and Visiting Students on reverse.

The Study Away Scholarship and Financial Aid

Students may apply for the Study Away scholarship to study abroad during winter intercession 2013, spring 2013, and summer 2013 terms. The scholarship is need-based for full-time MSU degree-seeking students with a minimum 3.0 GPA enrolled in an approved Study Away program. Students must complete the scholarship application by February 19, 2013.

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

Application Due:
February 15, 2013

Pre-travel Class Meetings
TBA

Depart Springfield for Vietnam:
May 18, 2013

Depart Vietnam for Thailand:
May 26, 2013

Depart Thailand for Springfield:
June 2, 2013

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

Study Away!

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

Missouri State
UNIVERSITY

An EO/AA Institution

Course Schedule & Itinerary

INFORMATIONAL ORIENTATION

Overview of course and logistics (lodging, transportation, expenses, what to bring, etc)

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 18, 2013

Preparation for International Travel:

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

Monday, April 1, 2013

Market Overview: demographic segmentation in Vietnam and Thailand.

Monday, April 8, 2013

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

Monday, April 15, 2013

Cultural Insights: small group exercise to assimilate Vietnam as the next tier of emerging markets.

Monday, April 22, 2013

Case Study Presentation: only for graduate students (MKT 796)

Monday, April 29, 2013

International Travel Preparedness: customs, currency, regulated articles, packing list, conduct, and expectations.

STUDY TOUR

Saturday, May 18, 2013

Depart Springfield:

for Ho Chi Minh City, Vietnam

Sunday, May 26, 2013

Depart Vietnam:

for Bangkok, Thailand

Meetings and Field Trips:

Field trips will include various businesses and cultural experiences.

Sunday, June 2, 2013

Depart Thailand:

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 and Thailand.

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 \$510/\$375 will be billed to your University account upon application (deadline Feb. 15, 2013). You will receive a second billing on Mar. 15, 2013 and a final billing on April 12, 2013, for the balance of the program fee (\$2,885/\$2,125). MSU course tuition (\$601.44/\$726) will be billed to your University account and is due according to the university payment plan.

Visiting Students: A non-refundable deposit of \$510/\$375 (check or money order) must accompany your application (deadline Feb. 15, 2013). A check or money order for the **balance of the program fee (\$2,885/\$2,125) will be due by April 12, 2013.** MSU course tuition (\$601.44/\$726) will be billed to your University account and is due according to your payment plan.

IN ORDER TO ENSURE PARTICIPATION IN THIS STUDY AWAY PROGRAM, THE ENTIRE AMOUNT OF THE PROGRAM FEE MUST BE RECEIVED BY FRI., MAY 3, 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 Mar. 29, 2013 will receive a refund of fees paid, less the \$510/\$375 deposit and any non-refundable purchases made on his/her behalf.
- If a student is forced to withdraw after Mar. 29, 2013 for a bona fide medical reason, s/he will receive a refund of fees paid, less the \$510/\$375 deposit and expenses. A certificate of incapacitating illness or injury from a licensed physician is required.
- Students withdrawing voluntarily after Mar. 29, 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.
- The program will be cancelled if enrollment is fewer than 7 participants. In this event, students will receive a full refund.