MARK 561: Comparative Consumer Behavior & Marketing -- Vietnam, Cambodia, Thailand

Loyola University Chicago, Quinlan School of Business
Course travel-dates: January 2-12, 2023

Please note: This course is limited to 24 participants. Students are encouraged to register and to make deposits, ASAP, in Fall quarter, 2022. For further information, please contact Professor Shultz: cjs2@luc.edu. To view a course introduction and overview, brief videos made by students, etc., please visit: www.luc.edu/gsb/cjs, and “click” on various links to “Emerging Southeast Asia Course /Video”.
Where...
Course Objectives

To immerse you in interactive elements of marketing, political economy, culture, and appropriate business practices at corporate, national, transnational and global levels, as they affect and are affected by consumer behavior.
Outcomes will include

- Valuable information from leading experts
- Personal transformation...a changed world-perspective
- Possibly a job
- “Unique and unforgettable life experiences; the best thing I ever did in my life.”
- Fun!
Who/What?

- **Academics:** HCMC U., Center for Khmer Studies, Harvard FETP, LUC-Vietnam, etc.
- **Manufacturers:** Nike, Intel, Saigon Cosmetics, etc.
- **Services:** Consultants, Lawyers, Tourism, Retailing, Marketing/Consumer Research, Media
- **Government:** HCMC Chamber of Commerce, ambassadors, provincial and city leaders
- **NGOs:** Artisans d’Angkor, EGBOK
- **Immersion & Consumer understanding across value chains, cultures, and systems**
Academic Admin

- Maximum of 24 participants; Minimum of 12
- January 2 – 12, 2023
- Approximately 6-10 hours before departure; first meeting: mid November (11/19) & December (12/3); post-trip debriefing (1/28)*

*Subject to change at Professor’s discretion
Vietnam Arrival
Welcome!

Xin chao!
Presentations from the experts
Inside Saigon Cosmetics
Intel and Nike
Tunnels and Taxis
Great Food, Drink and Friends
Cambodia!
Cultural Dinner in Cambodia
Silk Shopping: Nice Scarf!
Connecting with Local “Hosts”
Amazing Angkor
Accommodations...
Saigon, Vietnam
Siem Reap, Cambodia

www.lotusblancresort.com
Massages
Get there via Bangkok Air
Thailand/Bangkok: A postmodern polyglot of globalization
Bangkok
Advice from Fellow Students:

- Check passport/visa requirements - MUY IMPORTANTE
- Pack light! - TRUST US
- Just Go! - BEST ADVICE EVER!!!
- Clothing, sun screen, bug spray, medication - THINGS YOU WILL MISS
- Don’t worry, the hotels are REALLY NICE
- Wonderful people
- BE FLEXIBLE; BE TEAM-ORIENTED
Hotels

Saigon / Ho Chi Minh City, Vietnam
https://paragonsaigon.com

Siem Reap, Cambodia
www.lotusblancresort.com

Bangkok, Thailand
www.centuryparkhotel.com
Intrepid SEA Teams*

*With apologies to all the other MARK 561 classes – brilliant, each and every one of you – the slides unfortunately have limited space.
MARK 561 (3 Minutes)
Sample Course video (3 min): http://www.youtube.com/watch?v=yr5fhUp8Ilo
Sample Course video (5 min): https://vimeo.com/36997340
Transformative Outcomes (one minute): www.youtube.com/watch?v=inJvX_g6X_k
Melissa: http://youtu.be/S4HsEFU4xE

Blog - http://mbasinthesea.wordpress.com/
Twitter - http://www.twitter.com/mbasinthesea
Informational and Final Video - http://vimeo.com/mbasinthesea

2013 website: http://quinlantakesonsea.wordpress.com/
2016 Facebook: https://www.facebook.com/groups/1534859353497537/
Working Itinerary*

1/2 Depart Chicago/ORD (Option to depart/arrive earlier)
1/3 Arrive HCMC/SGN, Vietnam, 10:30 PM +/-
1/4 City orientation & culture tour; lunch; optional Cu Chi Tunnels; Evening Reception
1/5 Business Meetings / Factory Tour; Walking Tour Le Loi & Dong Khoi / Ben Thanh Market
1/6 FBNC; Harvard Fulbright Center – business & policy symposium; factory tour; evening departure to Siem Reap, Cambodia
1/7 Angkor Temples, Angkor Café, Khmer Culture Show/Dinner
1/8 Angkor Temples, Floating Village, Night Markets
1/9 NGO visits: Center for Khmer Studies, Artisans d’Angkor, Killing Fields Memorial; Central Market; PM departure to Bangkok, Bangkok Orientation
1/10 Bangkok, Khlong Tour, & lunch; tourism industry presentation, Dataconsult
1/11 Coastal Eco-tour; Transportation, distribution, & infrastructure, assessment; Global tourism analysis - Pattaya; Farewell Dinner
1/12 Evening Departure from BKK; afternoon arrival to Chicago/ORD (Option to extend stay in Thailand, at additional expense paid by individual students)

*Subject to change at professor’s discretion and pending events on the ground.

Course Fee: $2396 (double); $2806 (single)