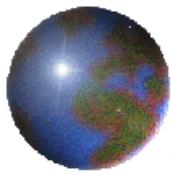


# MARK 561: Comparative Consumer Behavior & Marketing -- Vietnam, Cambodia, Thailand

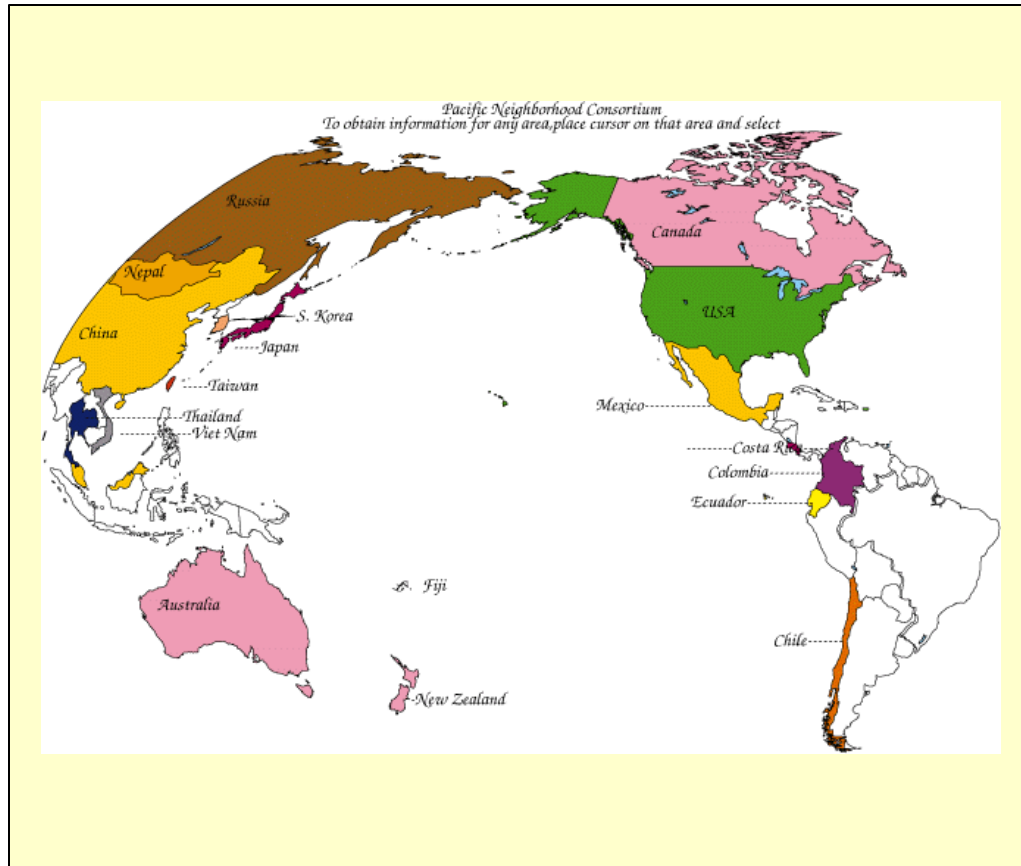
Loyola University Chicago, Quinlan School of Business  
Course travel-dates: January 2-12, 2023

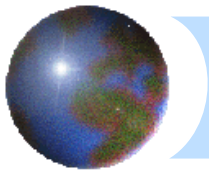


Please note: This course is limited to 24 participants. Students are encouraged to register and to make deposits, ASAP, in Fall quarter, 2022. For further information, please contact Professor Shultz: [cjs2@luc.edu](mailto:cjs2@luc.edu). To view a course introduction and overview, brief videos made by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



# Where...

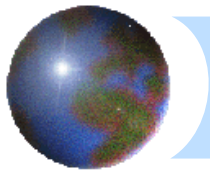




## *Course Objectives*

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.

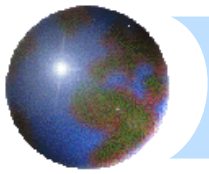




## *Outcomes will include*

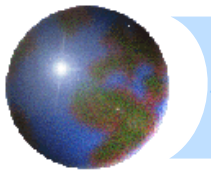
- ✚ Valuable information from leading experts
- ✚ Personal transformation...a changed world-perspective
- ✚ Possibly a job
- ✚ “Unique and unforgettable life experiences; the best thing I ever did in my life.”
- ✚ Fun!





## *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*

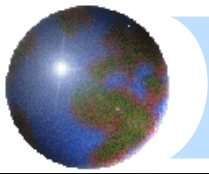
- ✚ Maximum of 24 participants; Minimum of 12
- ✚ January 2 – 12, 2023
- ✚ Approximately 6-10 hours before departure; first meeting: mid November (11/19) & December (12/3); post-trip debriefing (1/28)\*

\*Subject to change at Professor's discretion

# *Vietnam Arrival*







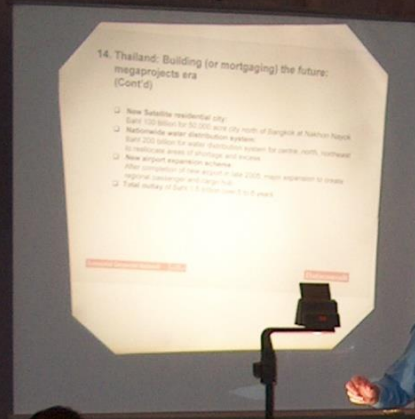
Welcome!

*Xin chao!*





# Presentations from *the* experts

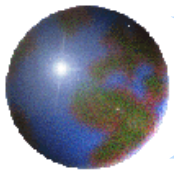






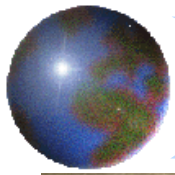
*Inside Saigon Cosmetics*



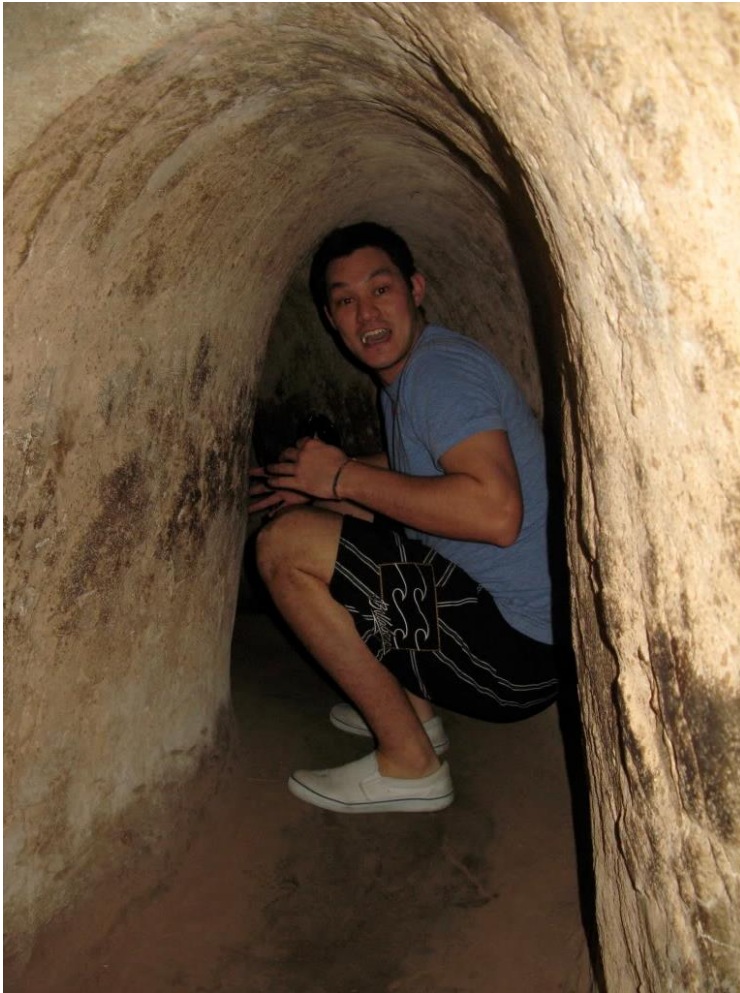


# *Intel and Nike*





# *Tunnels and Taxis*

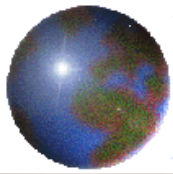




# *Great Tour Guides*







# *Great Food, Drink and Friends*

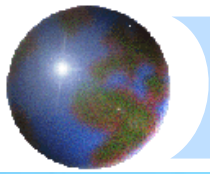




# *Beach Day*







# *Cambodia!*





# *Cultural Dinner in Cambodia*

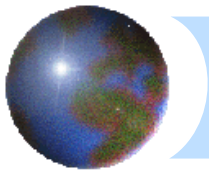




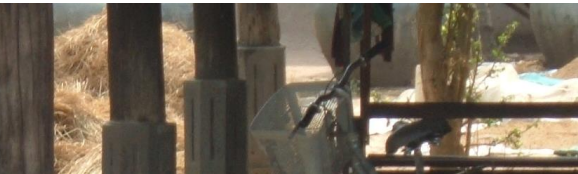
# *Silk Shopping: Nice Scarf!*







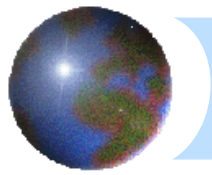
# *Connecting with Local “Hosts”*



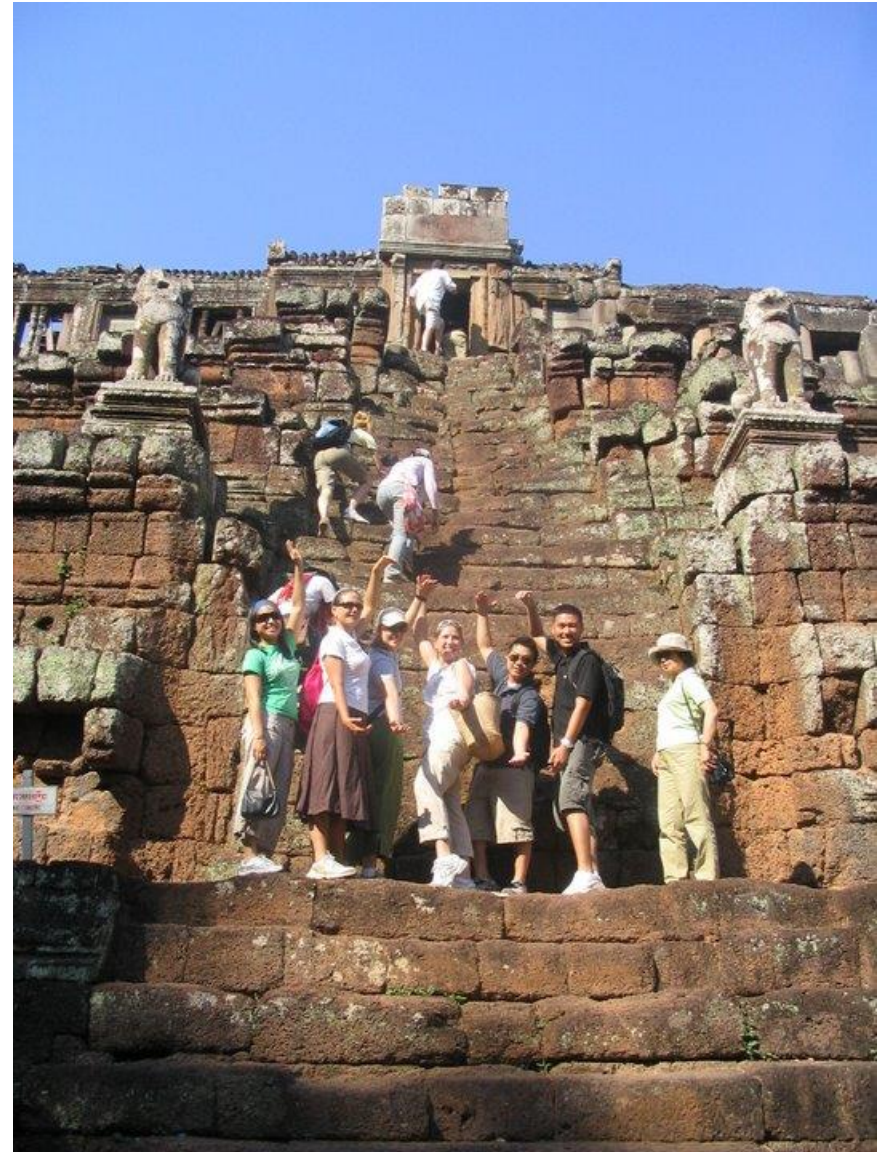
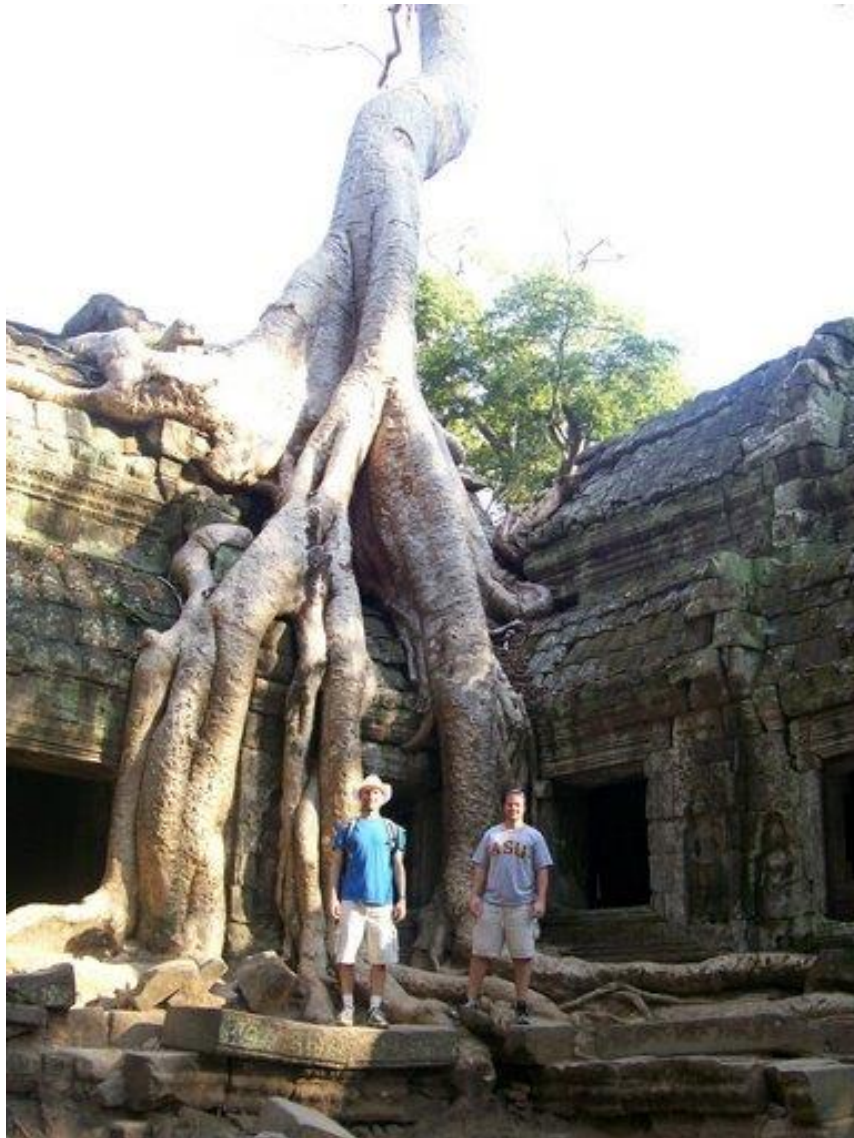




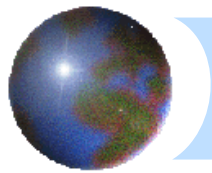




# *Amazing Angkor*







# *Elephant rides ...*







*Accommodations...*



# *Saigon, Vietnam*







*Siem Reap, Cambodia*

[www.lotusblancresort.com](http://www.lotusblancresort.com)



# *Massages*





*Get there via Bangkok Air*





# *Ecotourism*

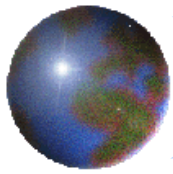




# *Thailand/Bangkok: A postmodern polyglot of globalization*



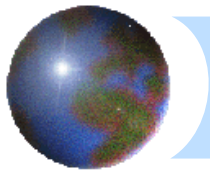




# Bangkok



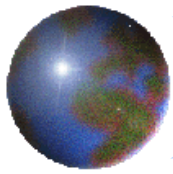




## *Advice from Fellow Students:*

- ✚ 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>

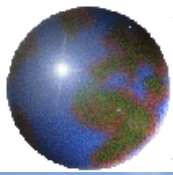
Siem Reap, Cambodia

[www.lotusblancresort.com](http://www.lotusblancresort.com)

Bangkok, Thailand

[www.centuryparkhotel.com](http://www.centuryparkhotel.com)



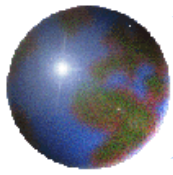


# Intrepid SEA Teams\*



\*With apologies to all the other MARK 561 classes – *brilliant, each and every one of you* – the slides unfortunately have limited space.

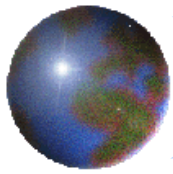




# MARK 561 (3 Minutes)







# MARK 561 (5 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\\_06X\\_k](http://www.youtube.com/watch?v=inJvX_06X_k)  
Melissa: <http://youtu.be/S14HsEFU4xE>

Blog - <http://mbasinthesea.wordpress.com/>

Twitter - <http://www.twitter.com/mbasinthesea>

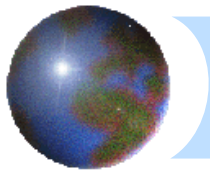
Informational and Final Video - <http://vimeo.com/mbasinthesea>

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)





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