

MS International Marketing Times

Saint Joseph's University, Haub School of Business

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MIM Proudly Announces Creation of Blog

June 19, 2007. A day that will forever be remembered by the small and dutiful staff of the Graduate International Marketing Program. This is the day, we received our voice; a voice which will be heard on a global scale and reach out to connect students and faculty, both past, present, and future. Our voice is now being embodied in

our brand-new International Marketing Blog: (**international-marketing-degree.com**). Striving to be an open forum to express one's thoughts and beliefs on topics relevant to international marketing, classes, job opportunities, or even reconnecting with memories of by-gone study tours, we hope you will join in the experience. In

the upcoming weeks, we will feature posts on contemporary issues surrounding the world of MIM. Through the dialog created through your comments on posts, you will have the opportunity to converse across the web and across borders. Please make checking the MIM blog a part of your daily routine. We look forward to hearing your voice.

MIM Flies to Eastern Europe for '07 Study Tour

Twenty-seven students embarked from Philadelphia—bags (some more than others) and passport in hand—to venture across the ocean to explore the socio-political and economic impacts of business in Germany, Poland and Russia.

As with any worthwhile experience, a tremendous amount of preparation was done before the trip. Under the careful academic guidance of Dr. Diane



MIM Study Tour in St. Petersburg

New! More Study Tour Pictures on the MIM Blog: international-marketing-degree.com

Phillips, Marketing Department Chair, and the world-class coordination of Christine Kaczmar-Russo, MIM Director, the students prepared presentations exploring different components to the marketing and cultural environments thereof. Through these reports, soon-to-be-travelers were challenged to look beyond their conceptions and analyze trends and data to prepare for the trip ahead.

Through the study tour, students had the opportunity to visit both large and small companies and public institutions in developed and developing economies.

With presentations from companies such as Ferrero, RUF Automobiles, Siemens, OBI, Philip Morris, Linka. Comarch, and ServicePlan, the students gained intimate knowledge of the business structure and

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Kudos to the MIM students whose analysis and work with Centrx and BDP has been published and subsequently cited in multiple trade publications. The study focused on what companies are saying about international supply chains, trade compliance and organizational processes.

On Malaysia

Contributed by Debbi Fueher

On November 28, several mem-

bers of the MIM Program attended the Seminar on Business Opportunities in Malaysia at the Harbor Hyatt in Philadelphia. This seminar was hosted by the World Trade Center of Philadelphia and Joanna Savvides, President of the WTC Philadelphia, served as the chairperson of the event. The keynote speaker was the Honorable Rafidah Aziz, who is the Minister of International Trade and Industry of Malaysia. Madame Minister Aziz has served in this position since 1980, holding the title longer than anyone else in Malaysia. During her speech, Madame Minister Aziz highlighted the benefits of investing in Malaysia and passionately spoke about the Malaysian culture, the abundant resources available, and the government support available to foreigners.



Map of Malaysia region

Malaysia is a very stable and open economy, fully recovered from the Asian financial crisis in the late 1990s. Last year, Malaysia saw a growth of 5.2% and the country is projected to continue that growth in the future. Malaysia has imported \$169 million from Pennsylvania alone in 2005, and from the connections made at this seminar, it is projected to double that number through new company investments. Malaysia is extremely cost competitive with the other ASEAN countries and because of this Madame Minister Aziz encouraged American companies to invest in sectors such as pharmaceuticals, electronics, and services.

The event was an amazing opportunity for all who attended... the St. Joe's MIM students were exposed to a new region of the world that craves American tourism, investment, and attention.

Deputy Secretary of International Business Development, Joseph Hoeffel, also spoke, promising to do whatever he could to help increase the trade with Malaysia. Immediately following Mr. Hoeffel, Paul Walters, the regional VP of Southeast Asia of The Boeing Company, addressed



Panel from the Conference

the audience about the advantages that he has encountered in Malaysia, including the low costs for operating Boeing headquarters, the low cost of living, and the high quality of skilled workers.

The seminar concluded with a question and answer period, which Madame Minister Aziz enthusiastically answered. The event was an amazing opportunity for all who attended: Malaysian businessmen and women networked with American businessmen and women; the Malaysian officials effectively marketed their country and intrigued all attendees; and finally the St. Joe's MIM students were exposed to a new region of the world that craves American tourism, investment, and attention.

Know thyself... Contributed by Jessi Lepson

Do you prefer action or do you prefer to reflect? Do you understand through talking or through thinking? Would you consider yourself impulsive or cautious? Do you even know in what field you would like to work? The MIM students looked to the Career Development Center and Tracy Fleming to help answer some of these questions through the Myers-Briggs Type Indicator Test (MBTI). The students took the online test and later met to

discuss the results. Whether they are introverted or extroverted, each individual's results helped everybody understand other personality types and learn how to work together. The test also indicated what types of jobs are more geared towards certain personalities, which will hopefully help increase job satisfaction. And one thing is for sure, we all now have a better grasp on where we are going and how to get there.



Rob '07 in Krakow

Hawks fly to Port of Philadelphia Contributed by Jessi Lepson

As the quest to gain knowledge continues, so does the list of companies the MIM program has visited. On Monday, November 27, 2006, the Saint Joseph's MIM program, accompanied by former DRPA Chair and SJU President, The Reverend Nicholas Rashford, S.J., visited the 106 acre Port of Philadelphia. Upon arrival, the students were greeted and given a presentation by Franklin Camp, Marketing Representative, and Dominic O'Brien, Senior Marketing Representative, on the history of the Port and future goals, including dredging the Delaware River. Having been in operation for nearly five centuries, the Port has undergone regular upgrades from technology to

warehousing and container cranes to refrigerated containers. The students also

87 % of the cargo moving through the port is imports, comprised mainly of fruits from Chile, meat from Australia and steel from Brazil.

went on a bus tour of the Port, providing them with a further understanding of the infrastructure and scale of the operation. Amazingly, 87 percent of the cargo moving through the Port is imports, comprised mainly of fruits from Chile, meat from Australia and steel from Brazil. They also import paper, chemicals, elec-



Map of Malaysia

tronic parts and oil. Mr. Camp and Mr. O'Brien were able to explain to the students the advantages and disadvantages of the Port and how the local community plays a role in their every day business operations.



SAINT JOSEPH'S UNIVERSITY

M. S. International Marketing

www.sju.edu/mim

The **Master of Science in International Marketing** is a specialized program designed to equip students with an advanced level of academic expertise in international marketing, and with the critical personal skills to function effectively in a diverse, ever-changing, global environment. Students admitted into the program also participate in an **International Marketing Study Tour** where they travel to multiple international destinations to gain exposure to diverse cultures and marketing practices.

Crimson and Grey visits Brown Contributed by Jessi Lepson

On Monday, October 30, 2006, the MIM program, with the help of the World Trade Center of Greater Philadelphia, arranged a visit to the UPS Regional Air Hub located at Philadelphia International Airport. The facility is one of the largest UPS Air facilities in the United States.

Founded in 1907 as a messenger company in the United States, UPS has grown into a \$42.6 billion corporation by clearly focusing on the goal of enabling commerce around the globe. Today, UPS is a global

company with one of the most recognized and admired brands in the world. UPS has become the world's largest package delivery company, as well as, the 8th largest airline in the world.

The program was greeted by the International Quality Manager, Ron Shepherd, International Sales Manager, Jeff Briggs, and an Assistant Chief Pilot, Captain Donald J. Campbell. The UPS managers provided the students with an overview of their international and domestic operations.



Brown did it for us.

operation. The MIM students were able to see how UPS' operations team and management group integrate to form the UPS global infrastructure.

Ron Shepherd, accompanied by Jeff Briggs, took the MIM program throughout the UPS process to reveal the true magnitude of their

modes of marketing products and services across Europe.

Additionally, lectures at the American Chambers of Commerce and the US Consulates in Russia and Poland provided the group with an insight into the influence of the U.S. on doing business in Eastern Europe.

Each company provided invaluable information and a fresh perspective on international marketing. At ServicePlan, the German “Haus of Communications”, the students heard a presentation from the world-class CEO, Florian Haller, about the changing landscape of marketing. Mr. Haller, son of the founder, discussed different and innovative techniques that his company is

beginning to employ and sees on the horizon; innovations such as cell phone activated advertisements, on-line product “mini-games” and on-line journals to name a few.

There was also a lot of learning done outside of the business visits. Cultural excursions to Salzburg, the Polish Salt Mines, Auschwitz, Pushkin Palace, Hermitage, etc. were just the beginning of some of the unique and special destinations attended on tour.

While in St. Petersburg, students were able to enjoy dining with their peers from St. Petersburg Electrotechnical University and benefited from the multiple insider connections of their top-notch tour guide, Rushin.

(Rushin was the former official translator for the Russian hockey tournaments.) Through his orchestration, the world travelers were given a tough choice—a special performance to the Russian Ballet at the world-famous Hermitage or the elimination game of the local hockey team. Needless to say, whatever the decision, the group was treated to a special slice of Russian culture that many visitors are not privy.

The 2007 MIM study tour was a successful and insightful experience that none will soon forget. By attending this engaging experience, students were able to immerse themselves in some of the more dynamic developing and developed economies of Europe..

CEO Offers Insights

Contributed by Jessi Lepson

In an ever-changing world of travel, MIM students were given the opportunity to meet with Publisher/CEO of Global Traveler, Francis X. Gallagher. Written for travelers across the world, Global Traveler is based upon the experiences of their own staff of frequent

travelers. Gallagher spoke to the group about issues ranging from how he started in the business to current issues affecting travel today. Reporting on products, places, services and other interests of their readers, Global Traveler offers a great product for its niche mar-

ket of domestic and international travelers. Throughout the discussion, MIM students were given the opportunity to ask Gallagher questions, as well as, give their insight on different issues that were covered throughout the presentation.

MIMers Welcome North Star Academy

Contributed by Ashley Shaner



NORTH STAR

Academy Charter School of Newark

On Friday February 2, 2007, Saint Joseph’s MIM Program had the privilege of hosting a group of 8th grade male students from North Star Academy: a public charter school whose mission is to serve Newark children by building an uncommon school where students partake of a rigorous, 11 month, extended day, academic program that gives them the means to beat the odds in school and life.

Their goal for the day was best stated by their teacher and mentor, Stephen DeCina, “We wanted to come to Saint Joseph’s University so the boys could get an idea of what college life is like, and so that, when we tell them that they are go-

ing to college, they have a more concrete concept of what we are talking about.” The day began with a welcome from Christine Kaczmar-Russo, Director of MIM, and a presentation by Matthew Brink of the Career Development Center. Matthew provided the students with the myriad employment opportunities available upon degree completion and tips on how to get to where they would like to be. Afterwards, Melissa English, an Admissions Counselor at SJU, explained the type of high school curriculum required to gain university admission.

With this, the students moved on to hear from Christopher Bagley about the many

student support services available at SJU if they choose to attend. The presentations culminated with Dr. Deirdre Guion, Professor of Marketing, providing a mini lecture on “A Taste of Marketing”. Through this lecture, the 8th graders were able to better understand the format of a college lecture and how their everyday experiences are influenced by marketing.

Following lunch and a campus tour, the group met with Don DiJulia. Visiting Don was one of the highlights given that the boys were able to play a pick-up game of basketball in the Athletic Center like many college students.

The positive effect of this day was felt not only by the students, but also by the members of the faculty, staff, and SJU students who contributed to the day.