



Erivan K. Haub School of Business
M. S. INTERNATIONAL MARKETING
Saint Joseph's University

International words

MIM Students: Past, Present and Future

Each new group of students that join the [Master's in Science in International Marketing program](#) are given the opportunity to broaden their horizons not only in the classroom, but outside as well -- this year's class being no exception. With students joining us from Thailand, Taiwan, Japan, India, Brazil, Columbia, Bangladesh, Pakistan and Holland as well as preparing for an adventurous study tour to London, New Delhi, Mumbai, and Prague in January, the MIM students had much to look forward to during the fall semester.

This semester marked a change in several different areas of the MIM program, beginning with the name change of the International Marketing Club (IMC). According to Ricardo Maldonado, founder of the IMC and currently employed as the Assistant Director, International Chambers - Greater Philadelphia Chamber of Commerce, "The International Marketing Club was established in the fall of 2003 to give students the opportunity to build relationships with the business community, provide networking opportunities and enrich the marketing knowledge of the members." With this concept in mind and in an effort to both increase membership and convey a clearer definition of its original charter, the name was officially changed to the MIM Networking Association.

Another noticeable change in the program has occurred in the alumni department. MIM has begun taking an active role in reaching out to all alumni in an effort to keep up with both their successes and endeavors following their graduation from the program. Several mailings have been sent out, both by regular mail and e-mail, requesting contact information. This information, in turn, will aid MIM in maintaining a strong network of successful alumni as well as helping to put together future reunions.

Finally, MIM has taken several extra steps to recruit new students into the program. Informational sessions are being offered on campus, while all website student inquiries are given the opportunity to attend any one MIM class of their choosing in order to observe how classes are taught and how the students interact with their professor and one another. MIM has also provided incentives for people to spread the word about our program through our Land's End Campaign. Overall, it looks as though there is a bright future ahead for all MIM students- past, present, and future.

Ally Lee
President, MIM Networking Association

MIM is on the web

MIM has finally allowed its voice to be heard on the worldwide web. Thanks to the incredible website design work of former MIM student, Vivek Chaudhuri, Partner with Edesigntree, the MIM website was launched this October. Under the guidance of Director Christine Kaczmar Russo and two exceptional graduate assistants, Vivek was able to transform the virtually unknown and bland MIM website into a colorful masterpiece filled with every bit of information a present, past, or future MIM student might desire. As a result of the revamping, as well as incentives such as



Lands' End gifts, the number of visitors to the site has skyrocketed. The old website averaged a minimal number of informational requests per year, but since the new website was launched in October, there have been over 100 requests for information on the MIM program. That's more than triple the number of current students in the MIM program.

If you haven't already been there, we encourage you to take a peek at the new website. If you have been there, please visit again because it is constantly being updated with new information and incentive programs. The website includes everything from admissions with on-line application ability, to course information, alumni event calendars and much more. The website is the only place where you can experience a glimpse of the MIM program without actually being there. Currently, the website is running a program that offers one free class observation for prospective MIM students. Be sure to check for updates on the MIM Study Tour 2006, which had our students traveling to London, New Delhi, Mumbai, and Prague. Pictures will be available shortly. Visit our site at www.sju.edu/mim at your earliest convenience and let us know what you think. Enjoy the site, and be proud of the direction in which MIM is heading.

2006 Study Tour: Examining the UK, India, and Central Europe

Countries: England, India, Czech Republic

In January, 2006, students were provided with the opportunity to visit two divergent economies: the United Kingdom and India. By traveling to London, New Delhi, Agra and Mumbai, students were able to compare and contrast the market driven economy of the west to the emerging market of India.

The adventure began on Saturday, in London where students saw sights such as Big Ben, Westminster Abbey, Windsor Castle, the Tower of London, St. Paul's Cathedral, etc. On Monday, their work week began with visits to companies such as Lloyd's of London, ACE, ASDA, Cadbury Schweppes, etc., where top executives shared their views on going to market.

The next stop was in the up and coming country of India in the ancient city of Delhi. Delhi is filled with over 5,000 historic sites of which the students were able to see the Red Fort and India Gate as well as enjoy a rickshaw ride through the markets. In Delhi, students visited with a variety of businesses that provided them with insights into Indian consumer behavior, product development, retailing and the high tech industry. There, the students met with presidents/managing directors of Panacea Biotech, Xerox and GE India as well as with US Ambassador David C. Mulford. Over the weekend, they traveled to Agra to one of the wonders of the world- the Taj Mahal.



MIM - Class of 2009 In Front of Taj Mahal, Agra, India

The tour proceeded south to the city of Mumbai, which lies directly on the coast of the Arabian Sea. Business visits in Mumbai included Yahoo! India, Tata Group, BDP International, and Pantaloon. Tours to sight-seeing destinations included Gandhi Memorial and living quarters, the Jain Temple, the Hanging Gardens, and the Gateway to India.

The journey ended in Prague, Czech Republic, which was an optional leg of the trip. In Prague, students were given a comprehensive city tour which included the Saint Charles Bridge, Prague Castle, Prague Cathedral, the Medieval Torture Museum and much more. Students were even given the opportunity for a business visit to Pilsner Urquell, the oldest beer manufacturer in the world.



Christine, Ally, BEA, and Danielle

Overall, the students learned international business elements that could never be taught in the confines of a classroom. Each student came back with memories that will last a lifetime. Through all of these trip activities, students developed an even greater cultural awareness and the ability to understand the notable differences among these countries and their business practices.

An International Student's Perspective on Working With WTCGP

As an international student enrolled in the MIM program, I find what I'm learning in the classroom to be an exceptional experience that not only imparts social values in a multicultural student environment, but also a better and broader understanding of the underlying issues, policies, and concepts that impact international marketing decisions.

In September, 2005, our class was introduced to the WTCGP's ABPIS (World Trade Center of Greater Philadelphia - American Business Practices for International Students) program, by the MIM Networking Association. According to WTCGP, "This program consists of a series of educational activities for foreign students in the region, to prepare them for the business and cultural differences of having a career either here, or from their home countries, that will ensure success for international trade." The ABPIS program targets opportunities for international students, who are from schools in the Philadelphia area. It allows us to attend numerous business seminars and events held throughout the year, while developing a network with international and government officials. Together with two other MIM international students, who were selected for the program, we are taking advantage of this wonderful opportunity to become even more well-rounded international marketers.

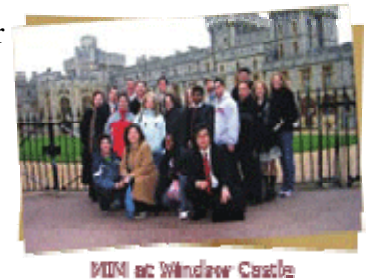
World Trade Center Activities on Campus

Kicking off its guest lecture series, The MIM Networking Association, in coordination with Joanna Savvides, President of the World Trade Center of Greater Philadelphia (WTCGP), hosted Beth Pomper, International Business Development Specialist, and Dino Ramos, International Trade Specialist for Philadelphia County. Ms. Pomper not only offered the group insight into the numerous government employment opportunities available for international marketers, but also introduced the group to the Foreign Agricultural Service Internship, which is available in both the summer and fall. Mr. Ramos discussed the many correlations between international marketing and the WTCGP as well as educated our international students on the "American Business Practices for International Students" program offered by the WTCGP.



What's in a Personality?

Are you prone to making lists or making it up as you go? Are you a detail-oriented person, or do you prefer to look at the big picture? How compatible are you with your team and fellow classmates? All of these questions were answered when the MIM students launched their semester with the Myers-Briggs Type Indicator Test (MBIT). Career development ran an interesting informational session that consisted of taking the test and then examining the results as a group. A majority of the students were consistently grouped together, perhaps a good indicator of why they chose the M.S. in International Marketing program.



How to do Business in China

With much of the business world focusing on the emerging economies of China and India, MIM students were eager to hear from Nissen Isakov, President of LCR Electronics Inc., in November, 2005. For over 15 years, Mr. Isakov has had first hand experience in dealing directly with the Chinese economy. Whether it is building production facilities or meeting for business dinners with Chinese executives, Mr. Isakov was able to offer us valuable information and insights into the challenges and advantages of doing business in China's ever-growing economy.

MIM Out and About in Chinatown

MIM students were given the opportunity to experience the cuisine of China through a field trip to Philadelphia's Chinatown, organized by Professor Carolyn Choh. For the majority of students, this was their first opportunity to eat authentic Chinese food. All students brought their appetites to Joy Tsin Lau's and expanded their food horizons by tasting nearly everything that came by on the elaborate food carts. Students ate everything from chicken's feet to quail to assorted dumplings and seafood dishes. By hearing different languages spoken and witnessing people in traditional Chinese dress, the stage was set for the students to witness what it would be like to dine in China. After this initial encounter with foreign cuisine, students also joined Professor Nancy Childs for a traditional Japanese business dinner. These outings are just further examples of how the MIM program nurtures the intellect through experiences outside of the classroom as well.



Khalore and Covales in London

MIM Fostering Change with Asian Bank

Throughout the MIM learning experience, it is important that the students receive the opportunity to apply what they have learned in class to real life situations. This spring, students received that opportunity when they were assigned the task of creating a marketing plan for the Asian Bank, in coordination with their Countries of the Pacific Rim class. With its single branch located in Philadelphia's Chinatown, the bank is looking for ways to expand both its services and its image to become one of Philadelphia's leading community banks. MIM groups were responsible for deciding what marketing strategies would work the best for the bank and how they would implement the strategies over a five year plan. Ideas from the students included expanding the bank to more than one branch, increasing the amount of services offered by the bank, and focusing more on specific community segments. The students presented their marketing plans to the president of the bank, on May 2nd.

MIM travels to Land's End

Most of us know that MIM students both past and present have, in their journeys around the world, traveled to “land's end”, so now they are teaming up with Land's End - a direct merchandiser that supplies everything from winter outerwear to business attire, each of which can come with a custom school/ academic program embroidered logo. The Lands' End incentive program works to encourage referrals of highly-qualified individuals to the MIM program. Here is how it works: a current or former MIM student simply fills out an online information sheet (found on our website www.sju.edu/mim in our Alumni section) of a qualified applicant who they believe wishes to receive information on the MIM program, or they can simply have the qualified applicant mention their name when applying. Upon acceptance to the MIM program, the one who referred the applicant will receive a \$50 gift certificate to Land's End. It is that easy.



Visiting Pilsner Urquell
in city of Pilsen, Czech Republic

The \$50 gift certificate enables you to purchase just about anything in the Land's End catalog. Popular items have proven to range from winter jackets, button down dress shirts, polo shirts, sweatshirts, and much more. Visit the website (<http://ocs.landsend.com/corpsales>) to view the possibilities. The website even provides information on the selection of Saint Joseph's University and MIM logos that can be embroidered onto your apparel. We not only look forward to hearing from you, but also thank you for your assistance in expanding and enriching the MIM program.

International MIM Students Talk

Saint Joseph's MIM program takes great pride in its international appeal. Our overseas students bring a dynamic component to the program that complements the entire academic experience. Their diverse backgrounds and views provide the classroom with real world, cross-cultural insight. This year's class is no exception. Hailing from eleven different countries, our students help to make MIM the enriching, quality program whose reputation has become so well known. Here are some thoughts from our multicultural "MIMers":



Keiichi Hirayama (Japan)



Koen Hermann (Netherlands)



Kishorena (India), Supatcha (Thailand),
Judy (Taiwan) in front of Taj Mahal,
Agra, India

Keiichi Hirayama from Japan states, "I really like the discussion format in the classroom because it's challenging, and we don't have this in Japan. You discover new dimensions in marketing through discussion; it's very productive."

Koen Hermann from the Netherlands has a similar comment, "I notice there is a lot more interaction between the students and faculty as well as a high level of enthusiasm in the classroom." Another area our foreign friends are quick to point out is the social aspect.

"The program is awesome! There is a great number of group activities outside of the classroom geared toward promoting cultural understanding, marketing know-how, ethics and social interaction. This aspect of the program complements our academically rigorous classroom experience and makes our learning all the more fun," said Kishorena V. from India. Overall, it seems as though our international students have been successful in enriching their academic experiences at St. Joseph's.



MIM Visiting with ASDA, a
subsidiary of Wal-Mart, in London



Frank, Samie, and Sean
with British Bebeby



MIM having lunch in New Delhi
with Anagars from BDP

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