

International Marketing Study Tour 2006

MIM 5085 – International Marketing Study Tour 2006

TOUR DATES:

January 6-18, 2006 to London, Delhi, Agra, Mumbai

OBJECTIVES:

To participate in a business study tour of two premier international capitals: London and New Delhi, as well as Mumbai to explore the rapidly expanding business environment in India at a critical transition stage.

- These global cities offer economic, political and cultural insights of the established Western EU based economy and the emerging East. India represents a large emerging market of economic and political significance to the global economy.
- By studying business, cultural and consumer markets we will experience first hand the competitive advantages for manufacturing and service industries. Attention will also focus on technical, educational and human resources issues for business and on development of consumer markets.
- The tour will offer a breadth of exposure to business issues and human conditions in the 21st century world.

COURSE DESCRIPTION:

This study tour offers an in-depth inter-country examination of major business centers across a wide range of economic development. It also provides an intra-country examination of India at a key time of economic transition. The study tour includes numerous corporate and institutional visits allowing first hand exploration of business issues in the UK, an original member of the expanded EU, and in the emerging Indian economy. Special emphasis will be placed on marketing issues such as branding, pricing, intellectual property protection, target market selection, communication plans, distribution channels and retail format in these transition environments. Cultural, political, and social issues are also examined. Plans may include a joint case study with business students at an Indian university.

Cultural tours and entertainment are included to further expose the student to the differing consumer environments. Students are encouraged to use free time to explore retail formats, consumer behavior, and local foods and entertainment.

COURSE REQUIREMENTS:

To successfully complete the course for appropriate academic credit each participating student must fulfill the following expectations:

- **Academic sessions:** Attend the three planned half-day pre-departure meetings to address course content, logistical details and academic assignments. These will include **September 22, October 29, and November 19 pre-departure meetings** plus readings, research, and one pre-tour assignment (see attached Pre-Assignment). Missed pre-departure meetings incur a substitute assignment. Several mandatory on-tour academic sessions will be held in each locale. A follow-up post-tour meeting will occur to discuss the tour's learning experiences.
- **Business and cultural sessions:** Attendance of all planned institutional and cultural visits and maintenance of a daily journal and subsequent course overview (see attached Tour Assignment) is expected.
- **Case Study:** Analyze and present an assigned business case with Indian students, if scheduled.
- **Final paper:** Completion of a 8-10 page research paper comparing visited markets along suggested themes. Report specifics are described in the Post Assignment attachment. Assignments will be scanned by Turnitin.

SUBMISSION DEADLINES:

Pre-Assignment: To be assigned by November 19; delivered in MSWord format in print and disk format by December 5.

Journal & Overview: Monday, January 23.

Post-Assignment: Friday, February 10.

GRADING CRITERIA:

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| Pre-Assignment & Meeting Attendance: | 20% |
| Tour Attendance, Journal & Overview | 40% |
| Post-Assignment | 40% |

Late materials and missed sessions will negatively impact grades.

ATTACHMENTS:

Pre-Assignment

Tour Assignment

Post-Assignment

Reading Assignment

Preliminary Tour Itinerary (to be supplied)