

MIM 5345 – International Marketing Study Tour 2009

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MIM 5345 – Global Markets: Buenos Aires, Argentina and Santiago, Chile March 6, 2009

OBJECTIVES:

1. To participate in a business study tour of two premier international capitals: Buenos Aires and Santiago, in two developed global economies: Argentina and Chile
2. To appreciate what these global cities offer in terms of economic, political and cultural insights into the established South American economy
3. 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.
4. The tour will offer a breadth of exposure to business issues in global companies with operations in South America

COURSE DESCRIPTION:

This study tour offers an in-depth, inter-country examination of major business centers and companies in these developing economies. The study tour includes numerous corporate and institutional visits allowing first hand exploration of business issues in the both Argentina and Chile. As this is a marketing study tour, we will emphasize the marketing strategy of the companies and organizations we visit, but we will also experience both the production and distribution functions. Cultural, political, and social issues are also examined.

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.

ASSIGNED READINGS:

The instructor is assembling a set of readings which will be published in time for our first pre-departure meeting on Friday, February 13th.

COURSE REQUIREMENTS:

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

1.) Academic sessions: Attend the three pre-departure meetings to address course content, logistical details and academic assignments. These will include the following Fridays: **February 13, 20, and 27** from 6:00 p.m. until 9:00 p.m. In addition, students will be given a set of pre-readings, plus a pre-tour team assignment (see below). Missed pre-departure meetings incur a substitute assignment. Several mandatory academic sessions will be

held during our time in country. A follow-up post-tour meeting will occur to discuss the tour's learning experiences.

2.) Business and cultural sessions: Attendance of all planned institutional and cultural visits and maintenance of a daily journal and subsequent course overview is expected. See details below.

3.) Final paper: Completion of a 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 (for Academic Honesty purposes.)

SUBMISSION DEADLINES:

Pre-Assignment: To be submitted on February 27th in conjunction with a team presentation.

Journal & Overview: due Friday, March 27th

Post-Assignment: due Monday, April 20th.

GRADING CRITERIA:

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

Late materials and missed sessions will negatively impact grades.

Details on the Pre-Assignment

From the list of companies on our tour visit schedule, select a company or institution and prepare a one-two page fact sheet of the organization in an outline form. Include the following:

1. Corporate Name & Location: Headquarters and local site
2. Corporate Structure: ownership, affiliation, headquarters, financial structure (eg. private, which stock exchange, government agency within bureaucratic structure, etc.), management structure
3. Size: Revenue, profitability, number of employees, countries of manufacture,
4. Business Description: Include product line and brands
5. Financial Prognosis: for the past two years
6. Competitive Advantage: if discerned
7. Items of Interest or Inquiry
8. Recent Corporate News: Last twelve months

Please complete and submit by February 27th by posting in the Blackboard digital drop box (remember that you must "add" to place in your drop box and "send" to place in the course drop box). A late fact sheet receives 50% of assigned value. The fact sheets will be assembled and distributed to tour students in preparation of the visits. While traveling, you will be considered the "expert" on the institution of your choice.

You will make a 5 minute (maximum 2 PP slides) presentation of your findings during our third pre-departure meeting on the February 27th.

This assignment represents 20% of your course grade. Failure to submit your assignment on time or to present on February 27th will result in a grade penalty.

Details on the Tour Assignment

1. Attendance is expected for all corporate visits and cultural tours and receptions. On-time arrival is expected for all group functions.
2. Attentive, respectful and business-like behavior is expected on all corporate visits.
3. Record your daily experiences in order to compile a journal summarizing the key business and cultural factors gleaned from each day's experiences "on" tour and after hours. Informal notations are expected.
4. Conclude the journal with a personal overview of the tour's experiences and its value to your education. Bullet points are fine.
5. In this overview identify the major learning points received on the trip that would not have occurred in a classroom setting.
6. Also identify your personal highlight of the trip and the one activity you found least valuable.
7. The journal should be submitted to me in hard copy form by **Friday, March 27th**. I will return them by **Tuesday, March 31st** so that you will have access to them for your Post-Assignment. If you are not enrolled in MIM 5325 this semester, please submit your journal with an envelope with your address (we will provide the postage!) so that I can return your journal.

This assignment represents 40% of your course grade. Anyone who is late for or misses attending a tour activity, and anyone submitting the journal after the deadline, will be assessed a grade penalty.

Details about the Post-Assignment

Prepare an 8-10 page paper summarizing the economic issues, challenges and advantages of the countries visited as exemplified by the institutions you visited in each country. *Within this general context you are free to pick a topic to pursue in depth consonant with your own business interests. Please have the topic approved by me, i.e. you may wish to focus on financial markets, consumer markets, research and business services, mass merchandising, etc., depending on your personal interests. You may choose to have your interest focus more on either Argentina or Chile.*

Include complete citations at the report's end (not part of page count). Please use a **minimum of eight sources total**, including information derived from the tour visits.

The paper is due by Monday, April 20th at 4:00 p.m. and should be delivered in hard copy with an electronic copy in the digital dropbox. ***Please do not submit the final assignment by email.*** Late papers will receive a one letter grade penalty for each day late.

The post-assignment represents 40% of the course grade.