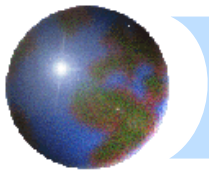


MARK 561: Comparative Consumer Behavior & Marketing -- Vietnam, Cambodia, Thailand

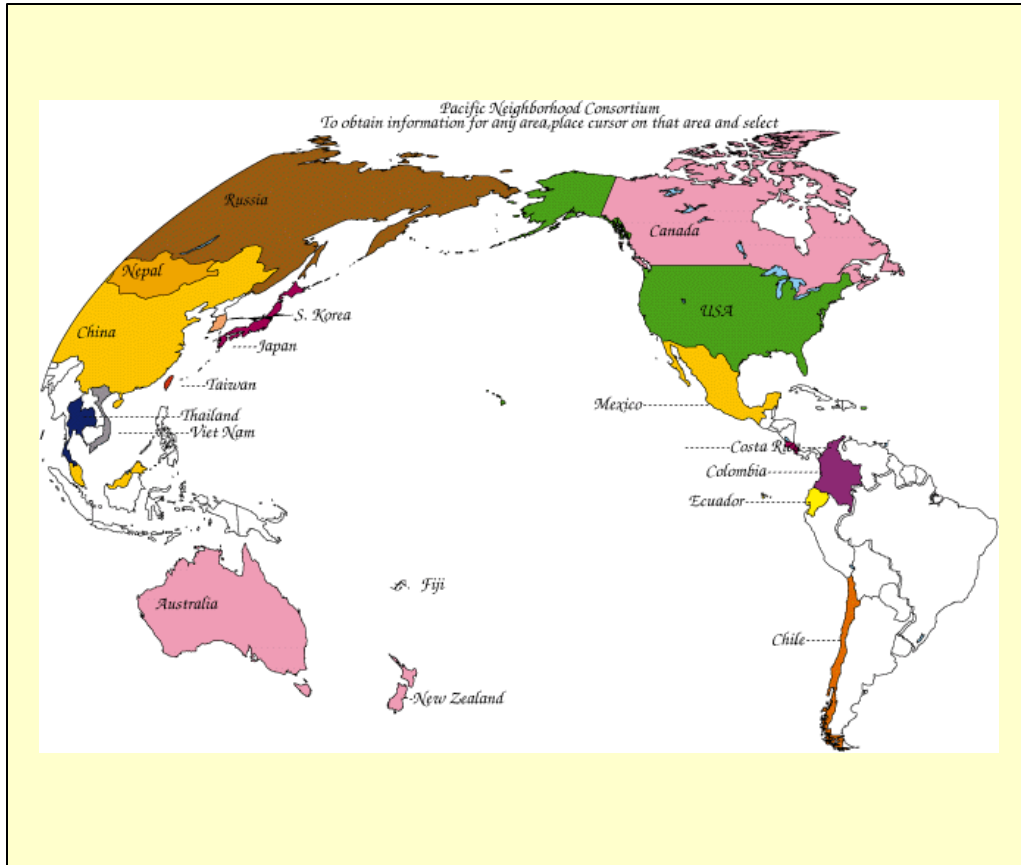
Loyola University Chicago, Quinlan School of Business
Course travel-dates: January 2-12, 2024

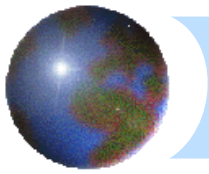


Please note: This course is limited to 24 participants. Students are encouraged to register and to make deposits, ASAP, in Fall quarter, 2023. For further information, please contact Professor Shultz: cjs2@luc.edu. To view a course introduction and overview, brief videos made by students, etc., please visit: www.luc.edu/gsb/cjs, and “click” on various links to “Emerging Southeast Asia Course /Video”.



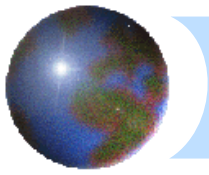
Where...





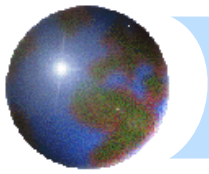
Course Objectives

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.



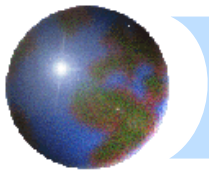
Outcomes will include

- ✦ 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



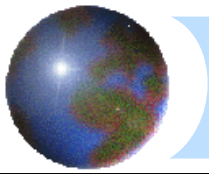
Academic Admin

- ✦ Maximum of 24 participants; Minimum of 12
- ✦ January 2 – 12, 2024
- ✦ Approximately 6-10 hours before departure; first meeting: mid November (11/18) & December (12/2); post-trip debriefing (1/27)*

*Subject to change at Professor's discretion

Vietnam Arrival



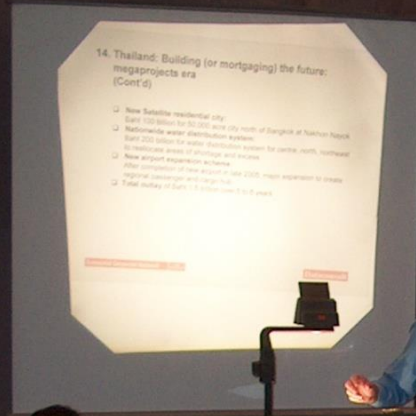


Welcome!

Xin chao!

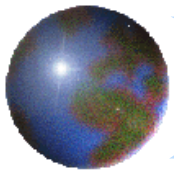


Presentations from *the* experts



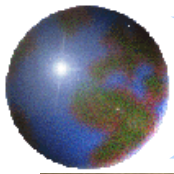


Inside Saigon Cosmetics

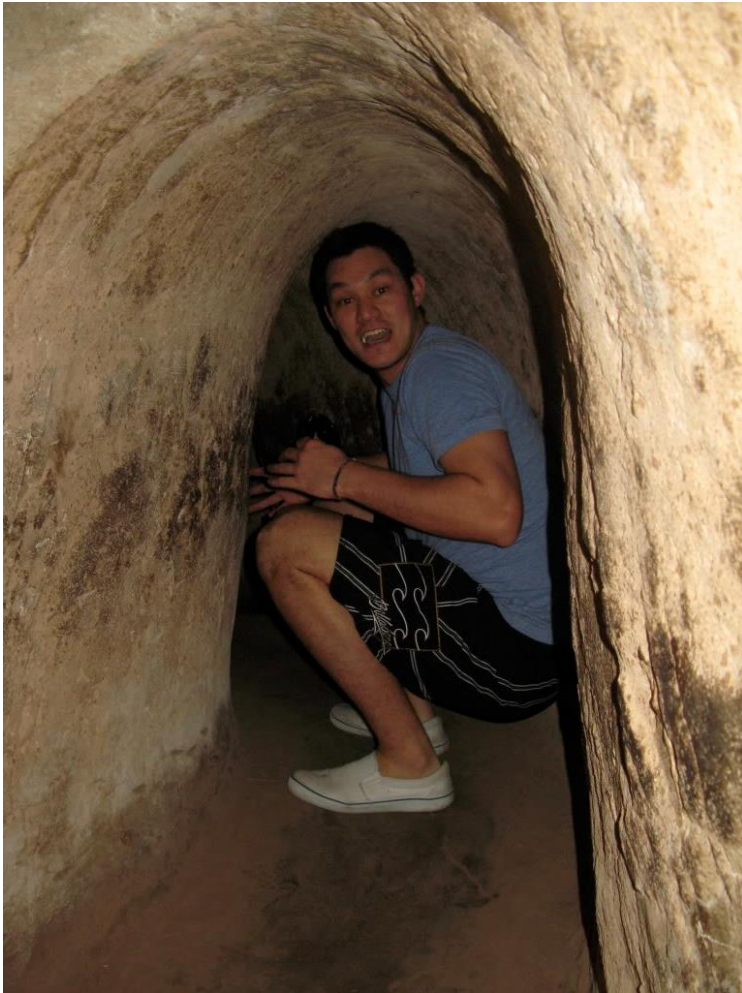


Intel and Nike



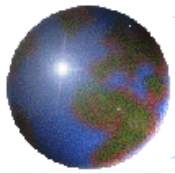


Tunnels and Taxis



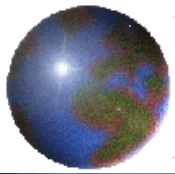
Great Tour Guides





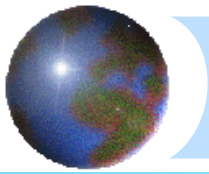
Great Food, Drink and Friends





Beach Day





Cambodia!

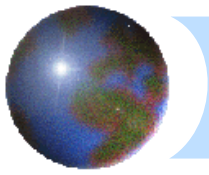


Cultural Dinner in Cambodia



Silk Shopping: Nice Scarf!

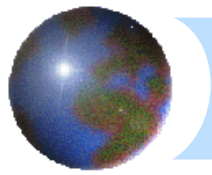




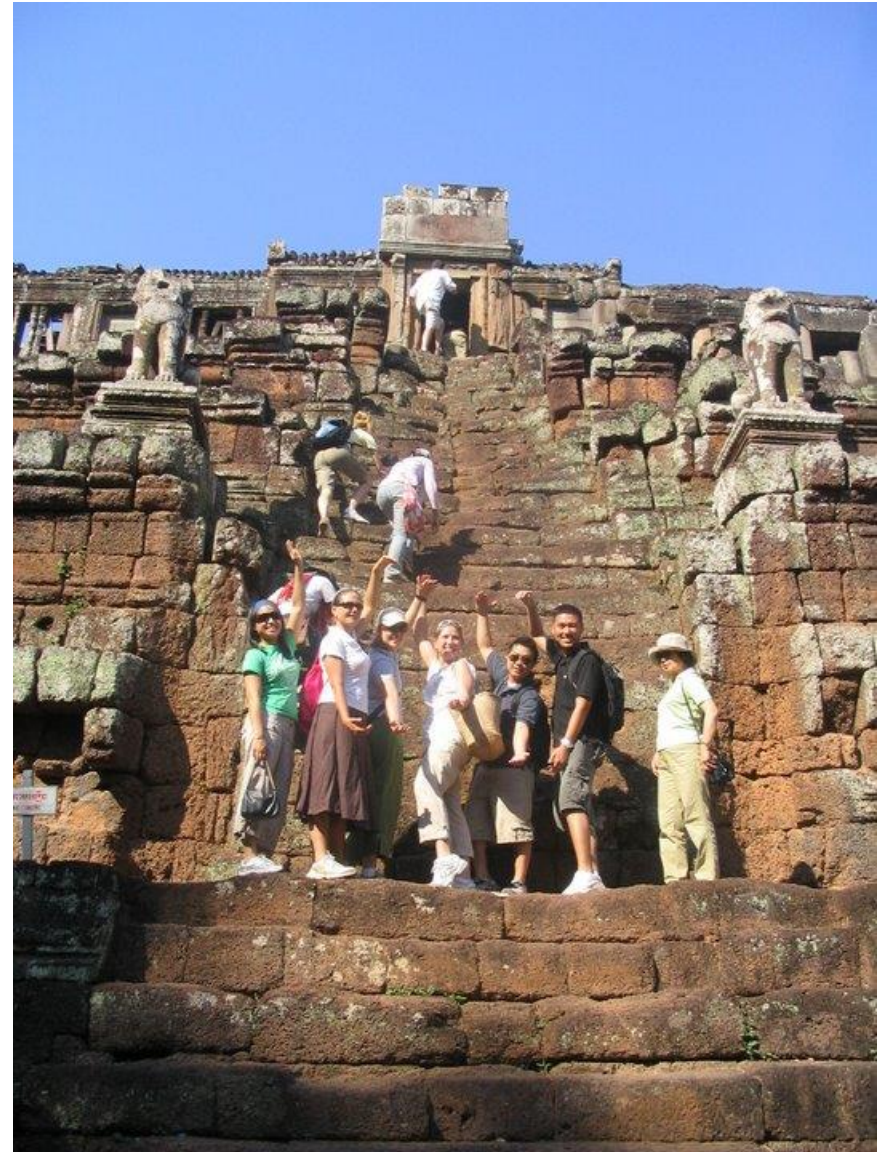
Connecting with Local “Hosts”







Amazing Angkor





Accommodations...

Saigon, Vietnam





Siem Reap, Cambodia

www.lotusblancresort.com

Massages



Get there via Bangkok Air

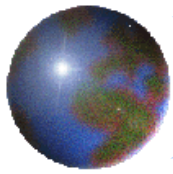


Ecotourism



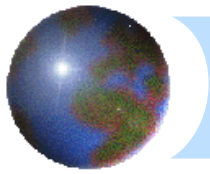
Thailand/Bangkok: A postmodern polyglot of globalization





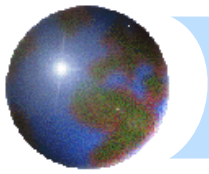
Bangkok





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

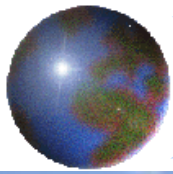
<https://paragonsaigon.com>

Siem Reap, Cambodia

www.lotusblancresort.com

Bangkok, Thailand

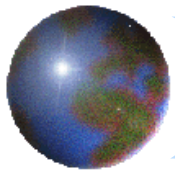
www.centuryparkhotel.com



Intrepid SEA Teams*

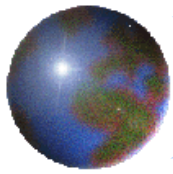


*With apologies to all the other MARK 561 classes – *brilliant, each and every one of you* – the slides unfortunately have limited space.



MARK 561 (3 Minutes)

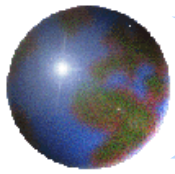




MARK 561 (5 Minutes)



<https://vimeo.com/36997340>



Registration & Financials

- ✦ QSB Registration opens in early October (Winter Quarter)
- ✦ Course fee: \$2396, double occupancy (single supplement \$465) includes full academic program, business meetings, tours, factory/NGO visits, welcome dinner and farewell dinner; all transfers, local transport, regional airfare; guides, hotels, all breakfasts, some lunches, some dinners, culture shows, passes to archaeological parks, etc... (just about everything but your beer and souvenirs)
- ✦ \$750 deposit within one week of registration
- ✦ Transpacific airfare extra
- ✦ Tuition not included

Sample Course video (3 min): <https://www.youtube.com/watch?v=yr5fhUp8IIo>

Sample Course video (5 min): <https://vimeo.com/36997340>

Transformative Outcomes (one minute): www.youtube.com/watch?v=inJVX_c6X

Melissa: <http://youtu.be/S14HsEFU4xE>



Final Video, recorded and produced by January 2023 class - https://youtu.be/4IH_eOFK3xQ

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



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