MARK 561, Comparative Consumer Behavior: Vietnam, Cambodia, Thailand

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Loyola University Chicago, Quinlan School of Business
Course travel-dates: January 2 – 12, 2016
Where...
Course Objectives

To immerse you in interactive elements of marketing, political economy, and 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
- **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, 2016
- Approximately 8-10 hours before departure; first meeting: late October (visas, etc.) or early November (11/14) & December (12/5); post-trip debriefing (1/30)
Vietnam Arrival
Welcome!

Xin chao!
Presentations from the experts
Inside Saigon Cosmetics
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”
Tomb Raiders
Elephant rides...
Accommodations...
Saigon, Vietnam
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
www.royallotushotelsaigon.com; or
www.goldenhotelsaigon.vn;

Siem Reap, Cambodia
www.lotusblancresort.com

Bangkok, Thailand
www.centuryparkhotel.com
2010 Course video: http://www.youtube.com/watch?v=yr5fhUp8Il0
2012 Course video: www.youtube.com/mbasinthesea
2013 Course video: https://www.youtube.com/watch?v=FfROk7jcSJ8
Melissa: http://youtu.be/S14HsEFU4xE

Blog - http://mbasinthesea.wordpress.com/
Twitter - http://www.twitter.com/mbasinthesea
Informational and Final Video - http://vimeo.com/mbasinthesea

2013 website: http://quinlantakesonsea.wordpress.com/
Working Itinerary*

1/2 Depart Chicago/ORD (Option to depart/arrive earlier)
1/3 Arrive HCMC/SGN, Vietnam, 10:30 PM +/-
1/4 City orientation & culture tour; Vietnam House; optional Cu Chi Tunnels; Evening Reception
1/5 Business Meetings / Factory Tour; Walking Tour Le Loi & Dong Khoi / Ben Thanh Market
1/6 Harvard Fulbright Center – business & policy symposium; factory tour; evening departure to Siem Reap, Cambodia
1/7 Angkor Temples, Angkor Café, Khmer Culture Show/Dinner
1/8 Angkor Temples, Floating Village, Night Markets
1/9 NGO visits: Center for Khmer Studies, Artisans d’Angkor, Killing Fields Memorial; Central Market; PM departure to Bangkok, Bangkok Orientation
1/10 Bangkok, Khlong Tour, & lunch; tourism industry presentation, Dataconsult
1/11 Coastal Eco-tour; Transportation, distribution, & infrastructure, assessment; Global tourism analysis - Pattaya; Farewell Dinner
1/12 Evening Departure from BKK; afternoon arrival to Chicago/ORD (Option to extend stay in Thailand, at additional expense paid by individual students)

*Subject to change at professor’s discretion and in lieu of events on the ground.

2010 Course video: http://www.youtube.com/watch?v=yr5fhUp8Ilo
2012 Course video: www.youtube.com/mbasinthesea