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

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Course travel-dates: January 2 – 12/13, 2019
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, 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 – 12/13, 2019

- Approximately 8-10 hours before departure; first meeting: late October (visas, etc.) or early November (11/17) & December (12/8); post-trip debriefing (1/26)*

*Subject to change at Professor’s discretion
Vietnam Arrival
Welcome!

Xin chao!
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”
Tomb Raiders
Elephant rides...
Accommodations...
Get there via Bangkok Air
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

Siem Reap, Cambodia
www.lotusblancresort.com

Bangkok, Thailand
www.centuryparkhotel.com
Intrepid SEA Teams: 2010...2018*

*With apologies to all the other MARK 561 classes – brilliant, each and every one of you – the slides unfortunately have limited space.
2010 Course video: http://www.youtube.com/watch?v=yr5fhUp8IlQ
2012/14 Course videos: http://youtu.be/2n0I9o_jkpK
2013 Course video: https://www.youtube.com/watch?v=FfROk7jcSJ8
2017 (one minute): www.youtube.com/watch?v=inJVX_c6X_k&feature=youtu.be
Melissa: http://youtu.be/Sl4HsEFU4xE

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/
2016 Facebook: https://www.facebook.com/groups/1534859353497537/
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; lunch; optional Cu Chi Tunnels; Evening Reception
1/5 Business Meetings / Factory Tour; Walking Tour Le Loi & Dong Khoi / Ben Thanh Market
1/6 FBNC; 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, Klong 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 pending events on the ground.

2010 Course video: http://www.youtube.com/watch?v=yr5fhUp8Ilo ; 2012 Course video: www.youtube.com/mbasinthesea ;
2013 Course video: https://www.youtube.com/watch?v=FtROk7jcSJ8 ; 2017 (one minute): www.youtube.com/watch?v=inJvX_c6X_k&feature=youtu.be
Melissa: http://youtu.be/SI4HsEFU4xE