



QUINLAN
SCHOOL of BUSINESS

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MARK 561

Comparative Consumer Behavior and Marketing in Emerging Southeast Asia: Vietnam, Cambodia, Thailand

Winter Quarter, 2016-2017; Credit Hours: 3

Objectives

The primary objectives of this course are: (1) to introduce students to the interactive concepts of marketing, political economy, and culture; and their dynamic interactions with consumer behavior, (2) to enable students to understand cultural, political, legal and economic issues and appropriate business practices at corporate, national, transnational and global levels, (3) to provide insights on effective marketing and management decision making in unfamiliar or cross-cultural settings, particularly with respect to distinct Southeast Asian contexts and consumption dynamics in them, and (4) to give students unique experiences with cultural immersion in some of the most compelling emerging markets in the world. These objectives will be achieved largely via ***Immersion, Engagement, Discernment, Reflection, and Transformation.***

Overview

The course is broken into components. The first is approximately 10-12 hours of contact-time prior to departure to Vietnam, to brief students on the history, politics, economics, culture, marketing and CB dynamics of the countries to be visited, and to be certain that all paper-work (e.g., passports, visas, payments, liability forms, tickets, etc.) has been administered. The second major component of the course is the time and activities overseas. During that time, all students are expected to participate in ALL meetings, presentations, and travel required for the course. A third component is 3 hours of contact-time, which is essentially a reflection and debriefing, slideshow, and photo-swap to be held after we return to the USA.

The course, while largely germane to marketing and consumer behavior, also addresses other dimensions of the entire global business domain, e.g., finance, law, policy, sustainability, CSR, distributive justice, agribusiness, manufacturing, advertising, etc. Over the years a number of site-lectures and tours were conducted re finance (Bank of Thailand), agribusiness (e.g., Heineken), law (e.g., Russin & Vecchi),

consumer products (e.g., Procter and Gamble), manufacturing (e.g., Nike; Saigon Cosmetics), education (Harvard University / Vietnam Fulbright Center), tourism (e.g., Saigon Tourist; Raffles Group), consulting (e.g., Dataconsult), government and policy (e.g., Royal Government of Cambodia, Vietnam Ministry of Foreign Affairs), etc.

The trip typically is designed to provide some free-time in each place enabling students to set their own agenda; many evenings are “free” as well. Some people have shopped (clothing, gems and jewelry have been big winners); others visited cultural sites, followed-up with particular industries or contacts, walked around the cities, etc. Regardless, cultural and experiential immersion is expected.

The course this year is focused on 3 emerging Southeast Asian countries: Vietnam, Cambodia, and Thailand. They are markedly different countries, varying considerably on their socioeconomic development, culture and language, political orientation, marketing/business landscape, and, in many respects, consumer behavior. Any number of evolving factors – prices, local holidays, political developments, etc. -- may result in a decision to focus on one or more countries, rather than one or more others.

Requirements

The course is intended to be experiential; to enable students to optimize their experiences in Southeast Asia, it is important to read, to view films/videos, to discuss some materials before departure.

Helpful Text: Pecotich, A. & Shultz, C. (2006; WIP), *Handbook of Markets and Economies: East Asia, Southeast Asia, Australia, New Zealand*, NY: ME Sharpe Publishing (selected chapters and updates).

Readings in Pecotich & Shultz: Introduction, Thailand, Vietnam, Cambodia; other relevant/active research, articles and reports.

Websites: Each country maintains diplomatic websites, which may be of interest to you.

World Bank (links for each country)

CIA: *World Factbook* (links for each country)

UNDP (links for each country)

Transparency International

Most of the countries/companies/organizations we visit will have websites

Videos/DVDs: I have some videos on the region and links to sites and organizations that we may view during our meetings or at your leisure.

The Lonely Planet series for the individual countries or for Southeast Asia, generally, has proven to be most helpful to students, over the years.

Other Readings and Materials, as timely and appropriate

You **must** attend **each** session prior to departure; you **must** attend **all** scheduled meetings and events in SEA; you **must** complete any assignments (to be negotiated and discussed) at the designated date(s); you **must** attend the post-trip session/party; you must be punctual. The importance of professionalism, punctuality and attendance is **strongly** emphasized.

Official/Required class contact: November 12, 9 AM (6 hours); December 10, 9 AM (6 hours)*; January 2-12; late January, venue and time (likely late afternoon or early evening, January 28) TBA*

Again, while the course is designed to be experiential, to optimize student experiences and learning outcomes in Southeast Asia, it is important to fill-out relevant forms, to read, to view films, and to discuss timely issues. Pending the size of the class and the desired learning outcomes, we may also work on a project of value to you and potentially to an actual organization in Southeast Asia. Thus, we have 8-12 contact hours required, prior to departure (**15 % of grade**). A final 3 hours is required to debrief and to complete administrative requirements.

Pre-departure meetings: November and December Read the Introduction and the chapters on Thailand, Vietnam, and Cambodia in Pecotich and Shultz; some other readings, films, video-links and preparations also may be assigned.

“Road Warrior” Factors (50 % of grade), January 2-January 12

SEA meetings: Business/Government/Academic Meetings, and Cultural Immersion.

Most days will include meetings with business/government/academic people in each country. **ATTENDANCE AT EVERY SCHEDULED MEETING AND SCHEDULED EVENT IS REQUIRED. FAILURE TO ATTEND WILL SEVERELY AFFECT YOUR GRADE.** Failure to attend in certain cultures moreover is seen as a direct affront to your host and reflects very badly on your professor, school and country in the eyes of the people I have arranged for us to meet; failure to attend meetings in the Socialist Republic of Vietnam can have adverse consequences for the entire group.

Living with Your Colleagues

Your team orientation and initiative will contribute to your grade. More specifically, the success of a study tour such as this one is contingent upon students’ *willingness to be team oriented* rather than selfish; to find ways to give and to help rather than to take and to hinder. This may seem obvious, but in Vietnam and Cambodia, particularly, air conditioners sometimes break down, traffic snarls, etc. and, consequently, one’s patience and concern for the group can be tested. Keep in mind that these challenges are all parts of being in a different country and culture, and your ability to handle them is demonstrative of your understanding of the country, living dynamics for expatriate workers (i.e., potentially you), and its culture. Again, while there will be many scheduled meetings and events, there will be “free time” as well, during which you will be expected to explore the cultures and to interact with locals as much as possible. The *Lonely Planet* guide and other sources will be helpful with this task of cultural immersion.

Journal (15% of grade)

You must maintain a journal over the duration of the study tour. A *minimum* of daily entries is required. That means I expect you to write daily when on the trip. You may enhance it after you return to the States.

Your journal should contain 3 types of entries: (1) Notes from all the formally arranged meetings, (2) personal notes on your daily experiences in each of the countries and travel to and from them, (3) reflections on your experiences and your personal/professional transformation from them. You can write about your fellow travelers if you wish. They will not see what you write unless you choose to show them. It will, of course, be returned to you. In the end, this requirement is more for you than for me, and someday you will be happy that you kept a journal. Be creative. Enter the things that you will want to page through at the retirement home when you are old and bored. Students increasingly opt for multi-media journals; thus, you are welcome to include photos embedded in text, videos, etc. There have been some great ones! Again, in the tradition of Jesuit education, our objective is **Immersion, Engagement, Discernment, Reflection, and Transformation.**

Project/Presentation/Exercise: (20% of grade)

This aspect of the course is to be negotiated and discussed, pending number of students in the course, needs of school, your interests and skills, and interests of associates in SEA. A blog, a website, and/or video, and/or PowerPoint presentation is the outcome. Again, the focus and details are to be negotiated. Some class time will be allotted to this task. BTW, most students generally regard this endeavor to be fun and very rewarding.

Note: All weightings are subject to change, pending number of students, academic foci, and course structure and targeted outcomes, and at your professor's discretion.

Outcomes Assessment

Due in January: Details forthcoming.

General Course Comments

Passports, visas, LUC forms and other materials are necessary to participate in this trip. The LUC staff will assist; some time will be allocated during pre-departure sessions to ensure appropriate documents are in order.

The itinerary for the travel portion of the course is to depart January 2 and return on January 12, which is essentially over winter break. Scheduled stops include HCM City / Saigon (Vietnam), Siem Reap (Cambodia), Bangkok (Thailand). You may wish to arrive early and/or extend your stay, at your expense.

Medical Notes

Appropriate inoculations are recommended for this trip. Speak with your physician, visit the CDC website and/or talk to the local public health officials about requirements for appropriate health care precautions. Your professor is happy to give health tips, too. Again, consult your physician. And one last precaution: DON'T DRINK THE WATER (bottled water; bottled/canned soda, beer, fruit juice and the like are OK). Remember, mixed drinks have ice cubes (not good)!

And Finally...

I have been orchestrating iterations of this course since 1994. Students who have participated in the course have found it to be one of the best and most transformative experiences of their lives. I hope you will experience similar joys and rewards and I look forward to working with you. Brief videos, made by students who participated in previous iterations of the class, can be viewed via YouTube and Vimeo, e.g.,: www.youtube.com/watch?v=yr5fhUp8Ilo, vimeo.com/36997340; other videos, slides, etc. of possible interest may be found here: www.luc.edu/quinlan/cjs .

*Subject to change at professor's discretion, and in lieu of optimal learning outcomes and events on the ground.

TENTATIVE TRAVEL ITINERARY*

- 1/2 Depart Chicago/ORD, no later than early afternoon on this date
- 1/3 Arrive HCMC/SGN, Vietnam; check-in Hotel no later than this date
- 1/4, **8:45 AM**: City orientation & culture tour; lunch at Vietnam House; optional afternoon tour of Cu Chi Tunnels; evening reception.
- 1/5 Factory tour, business meetings / walking tour of Le Loi, Dong Khoi and Ben Thanh
- 1/6 Transfer to Saigon South & FBNC, Harvard-Fulbright Center for sessions, presentations and lunch; factory or company tour; evening departure to Siem Reap, Cambodia and check-in Hotel
- 1/7 Angkor Temples, Lunch-Angkor Cafe; Temples; Rural Markets / Subsistence Consumers
- 1/8 Angkor Temples, NGO Lunch, Floating Village, Dinner - Khmer Culture Show
- 1/9 EGBOK; Gallerie d'Artisans, Central Market, Killing Fields Memorial, afternoon departure to Bangkok, Thailand; check-in Century Park Hotel; optional dinner at C&C, visit to Tailor
- 1/10 City orientation, Palace, Wat Po, Khlong orientation, & Lunch; meeting with Dataconsult and/or NIDA at Century Park
- 1/11 Market infrastructure assessment and eco-tourism: opportunities/challenges in Jom Tien; farewell dinner; tuk-tuk to Night Market
- 1/12 Self-guided exploration; evening Departure from Bangkok/BKK; afternoon arrival to Chicago/ORD
- 1/13 and beyond: option to remain in SEA, at student expense

*Subject to change at professor's discretion, in the interests of optimal learning outcomes and in response to events on the ground.