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
Intel and Nike
Great Tour Guides
Great Food, Drink and Friends
Beach Day
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 (5 Minutes)

https://vimeo.com/36997340
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=yr5fhUp8IlO
Sample Course video (5 min): https://vimeo.com/36997340
Transformative Outcomes (one minute): www.youtube.com/watch?v=inJVX_c6X_k
Melissa: http://youtu.be/Sl4HsEFU4xR

Final Video, recorded and produced by January 2023 class - https://youtu.be/4lH_eOFK3xQ
Informational and Final Video - http://vimeo.com/mbasinthesea