COURSE OVERVIEW

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 in 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.

PRE-REQUISITES
MARK 460 or instructor permission.

INSTRUCTOR

Clifford Shultz (cshultz@luc.edu) is Professor and Kellstadt Chair of Marketing in the Quinlan School of Business, at Loyola University Chicago. Dr. Shultz has expertise on marketing, economic development and consumption in transforming economies, particularly the transition economies of Asia, the Balkans, and other recovering economies.

TENTATIVE TRAVEL ITINERARY

Day 1 – Depart Chicago
Day 2 – Arrive HCMC/SGN, Vietnam.
Day 6 – Depart to Siem Reap, Cambodia
Day 9 – Depart to Bangkok, Thailand
Day 12 – Depart from Bangkok

Students are welcome to arrive early and to stay beyond scheduled days.

COURSE FEES

Student Activity Fees: $ 2,375, Tuition, Trans-Pacific Airfare Deposit ($750) Due: ASAP (to reserve a place in the course) or at time of registration Balance ($1,625) Due: November 7th