

College of Business
Business Study Abroad Program - Term I Summer 2006
Faculty: Dr. Michael Budden Email: mbudden@selu.edu
Graduate Course

Syllabus: MRKT 695 Special Topics in Marketing: “Contemporary Issues in the Latin American Business Environment.”

Costa Rica Program:

Students will receive 3 credit hours for Special Topics in Marketing (MRKT 695): “Contemporary Issues in the Latin American Business Environment.” This course will be completed in Costa Rica during the Spring/Summer intersession (May 14 to May 24). Prerequisites: Graduate Standing (1)

This course gives students insight into the factors managers consider when dealing with different cultural and business environments and emphasizes the importance of being aware of international business practices and strategies for international marketing. Also, the course details competencies and attitudes required for effective international business practices.

Marketing 695 Requirements:

Specific Objectives

- To improve one’s understanding of marketing practices in the international arena.
- To improve one’s interview skills in a cross-cultural communication environment
- To develop technical and oral communication skills in an international marketing setting.
- To advance one’s knowledge of Latin America and its people.
-

Documentary of the Culture and Business Environment of Costa Rica

Graduate students will prepare a documentary on the culture and business environment of Costa Rica. While a preliminary documentary will be presented to the class on the last day of the program, the final documentary will be due before or by June 23, 2006. This documentary will be presented to interested individuals, faculty, staff, and students. Graduate students are encouraged to work collectively as a team on this documentary.

To prepare the documentary, students are required to utilize a variety of sources. During their stay abroad, students in the Costa Rica Summer Abroad Programs will attend seminars on Latin America business topics. There will also be a number of tours of local businesses/organizations, as well as excursions to cultural sites. Students should keep detailed notes during these experiences to assist them in the creation of the documentary. A travel journal will be useful in this regard. Since the documentary must also contain a description of the culture and customs of Costa Rica, students should use their travel journal to record cultural experiences and observations (e.g. lifestyles, values, culinary practices, dress, customs, etc.).

While in Costa Rica, students should also collect marketing artifacts (e.g. sample advertisements, publications, company literature, music CDs, etc.). Video camcorders might be useful. However, a video camcorder is not required for the creation of the documentary. Your documentary is required to have visual aids so at the very least it is strongly recommended that students or at least one student in the team bring a camera. If a student does not have a camera or prefers not to bring an expensive camera, disposable cameras work fine.

Students are also required to interview at least one expert during the trip. Assistance setting up these interviews will be provided. Again, the interviews can and should be conducted as a team. Since Southeastern has some international students from Costa Rica, the graduate team(s) might want to

supplement the two required interviews with international student interviews as well. Information from the interviews should be incorporated into the documentary.

Students should also collect information from secondary data sources for inclusion. Be sure to properly reference these sources of information in your documentary.

The first part of the documentary should describe with visual aids the country, its people, its culture and customs. The second part of the documentary should focus on the business environment of Costa Rica and specific marketing practices. Topics covered in this part of the documentary should span the different business disciplines (e.g. accounting, economics, finance, management and marketing).

The documentary should be prepared and presented using at a minimum PowerPoint. Students are strongly encouraged to use other media as well.

One last note on the documentary, this assignment is meant to provide students with a valuable learning experience but it is also hoped that students will have fun preparing this documentary and that the documentary will serve as a high tech scrapbook of their trip.

Preliminary Documentary

During the trip, students should spend some time preparing a preliminary documentary. On the final day of the trip, graduate students will deliver their preliminary documentary to the instructor(s). Naturally, since this is a preliminary documentary and students will have only limited access to computers, this documentary compared to the final documentary will be relatively low tech.

Grading

Final Documentary	130 points
Preliminary Documentary	50 points
Pre-trip lectures	20 points
Total	<u>200 points</u>

Grade calculation

92% - 100% of total points possible = A

82%-91% of total points possible = B

72-81% of total points possible = C

62-71% of total points possible = D

61% or less= F

¹ Graduate standing is required for this course. This course (Marketing 695) may be repeated once for a total of six credit hours if different topics are studied.

Academic Honesty

Each student is expected to maintain academic honesty in completing the independent research paper. Academic honesty is explained in the SLU general catalog. "The Academic community relies upon a high standard of integrity in the relations among its members. To the extent that this standard is not maintained, the good of the community suffers, and injustice (sometimes serious injustice) may be done. One of the most important aspects of academic integrity concerns the just measure of each student's academic accomplishment. These are ordinarily evaluated through written examination or submitted work. For such modes of assessment to operate fairly, it is essential that the instructor be assured that the **work used to evaluate the student's performance is genuinely the student's own**. It is also the responsibility of the student to uphold the academic integrity of the university. The **use of unauthorized material**, communication with fellow students during an examination, attempting to benefit from the work of another student and similar behavior that defeats the intent of an examination or other class work is unacceptable to the University. Cheating on examinations, **plagiarism, improper acknowledgements of sources in essays and use of a single essay or paper in more than one course without permission** is considered very serious offenses and shall be grounds for disciplinary action." Please

refer to SLU General Catalog or SLU webpage for a description of the procedure that a faculty member follows when she/he is convicted that a clear violation of academic integrity has occurred.

Attendance and Decorum

ATTENDANCE AT ALL SEMINARS, EVENTS, EXCURSIONS AND PRE_TRIP LECTURES IS MANDATORY. You will also be expected to arrive on time to seminars, events, excursions, etc. Free discussion, inquiry, and expression are encouraged during seminars/tours when appropriate (e.g. at the discretion of the speaker/presenter). Behavior that interferes with either (a) the instructor's /speaker's ability to give the seminar/tour or (b) the ability of students to benefit from the seminar/tour is not acceptable. Examples may include routinely entering the seminar late or departing early; arriving for the arranged transportation/events late; use of beepers, cellular telephones, or other electronic devices; repeatedly talking during seminars without being recognized; talking while others are speaking; or arguing in a way that is perceived as "crossing the civility line." In the event of a situation where a student legitimately needs to carry a beeper/cellular telephone to seminars or on excursions, prior notice and approval of the instructor is required.

Students are expected, and this is of paramount importance, to exhibit appropriate and considerate behavior in the classroom, in the hotel, on campus, on tours and excursions. In general, this means respecting the people and cultures of Costa Rica, and at all times remembering that we are guests of Costa Rica. We are also representatives of Southeastern and the USA. Specifically, this means adhering to all local laws, keeping yourself and others around you safe, wearing the appropriate clothing (i.e. no shorts when we visit churches or lectures), and following all cultural rules (for example, ask before taking a photograph of a person).

Drop Policy

If you are unable to complete the Study Abroad Program requirements, you must withdraw from the six credits hours prior to departing for San Jose, Costa Rica. Special policies for drop apply. (Contact the faculty coordinator or IIO). You must complete 2 courses to get credit for either course.

Students with Disabilities

If you are a qualified student with a disability seeking accommodations under the Americans with Disabilities Act, you are required to inform to the Office of Disability Services in the Student Union, IIO and your faculty coordinator by Feb 28, 2006.

Itinerary and Agenda

Pre- Trip Lectures and Discussions (mandatory for all Graduate and Undergraduate students):

Room 94 GARR HALL

1. Lecture I. Understanding Cross-cultural Latin American business practices
2. Lecture II. Mistakes to avoid in foreign culture
3. Lecture III. Traveling Abroad: Challenges and Responsibilities
4. Lecture IV. Lecture with the General Consul of Costa Rica in New Orleans, Hon. Gonzalo Calderon on Costa Rica's cultural and business aspects.

Sunday May 14 to May 24. Program in San Jose, Costa Rica

Note: Previous to the pre-trip lectures, students will receive a package of materials about Costa Rica history and culture, Latin American business practices, Inter-American relationships, etc.

Pre-Trip lectures will be assessed both by attendance and participation and a quiz the last day of the pre-trip lectures

Amendments to lodging and meals arrangements may be made if necessary or advisable