

Global Marketing Practicum in Panama and Costa Rica
MKTG 3000-001 Spring 2017
Trip Dates 3/4-3/12, 2017

Instructor: Ms. Cindy Fox, Lecturer

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Course Description: **MKTG 3000-001. Global Marketing Practicum in Panama and Costa Rica (3).** Emphasis will be on global logistics and particularly how they impact the Charlotte area, home to over 1000 foreign companies. Sustainability will be another important topic both in supply chain management and in marketing of companies, products and countries. Elements of the marketing environment including culture, social, legal, political, geographic and technological will be explored. The benefit of the course being taught on site is to address these topics in two countries, Panama and Costa Rica, both in geographical proximity to the United States. They are emerging markets, trading partners, and vacation destinations for those seeking an ecologically low impact experience all which make them important to North Carolina.

Course Objectives: To:

- Understand how the marketing mix operates in Central America.
- Compare sustainability programs in Costa Rica and in the U.S.
- Explore global logistics and Charlotte logistics through operation of the Panama Canal
- Uncover the pros and cons of Eco Tourism

Course Methodology: Students are expected to make the most of their experience in Panama and Costa Rica. This includes not only the scheduled company visits and trips, but observations of markets, retailers, advertisements, etc. All assignments will be on Canvas.

Topics:

- Logistics in Charlotte and North Carolina
- Distribution Systems within each country
- The Global Impact of the Panama Canal
- Innovation and Creativity in Panama and Costa Rica
- Sustainability in companies and countries with Costa Rica as an example
- Eco Tourism, Pros and Cons

Attendance: Students will be expected to attend every scheduled event and meeting. Participation in discussions especially those initiated by the guest speakers on our visits is expected. Students will follow Belk College business etiquette while on company visits. Any student not ready to leave when we depart for our company visits will lose a letter grade!

Grading:	Take home Test	40%
	Oral Participation/Attendance	15%
	Journal	20%
	Presentations/Pre-Readings/Quiz	25%

Your *Journal* should be composed of 20 entries based on marketing observed while on the trip. Each observation should be at least ½ pages long. The company visits will be covered in the *Take*

Home Test so do not include any notes taken/observations during those meetings in your journal.

Students are expected to be on time and properly dressed for all company visits and any other required meetings. Any student missing one of these visits for a reason not previously approved (health related) will receive an automatic letter grade drop.

ACADEMIC INTEGRITY

The UNC Charlotte Academic Integrity Policy will be followed. The student is responsible for reading and understanding the policy:

Students have the responsibility to know and observe the requirements of *The UNC Charlotte Code of Student Academic Integrity*. This code forbids cheating, fabrication or falsification of information, multiple submissions of academic work, plagiarism, abuse of academic materials, and complicity in academic dishonesty. Any special requirements or permission regarding academic integrity in this course will be stated by the instructor, and are binding on the students. Academic evaluations in this course include a judgment that the student's work is free from academic dishonesty of any type, and grades in this course therefore should be and will be adversely affected by academic dishonesty. Students who violate the code can be expelled from UNC Charlotte. The normal penalty for a first offense is zero credit on the work involving dishonesty and further substantial reduction of the course grade. In almost all cases the course grade is reduced to F. Copies of the code can be obtained from the Dean of Students Office. Standards of academic integrity will be enforced in this course. Students are expected to report cases of academic dishonesty to the course instructor.

STATEMENT of INCLUSION

The Belk College of Business strives to create an inclusive academic climate in which the dignity of all individuals is respected and maintained. Therefore, we celebrate diversity that includes, but is not limited to ability/disability, age, culture, ethnicity, gender, language, race, religion, sexual orientation, and socio-economic status.

Class Policies

1. Discussion is essential to learning. However, I expect students to express their ideas responsibly and will manage the discussions if necessary so that ideas and argument can be inclusive and orderly. You should expect that if your conduct during class seriously disrupts the atmosphere of mutual respect you will not be permitted to participate further.
All students are required to abide by the UNC Charlotte Sexual Harassment Policy (<http://www.legal.uncc.edu/policies/ps-61.html>)
2. The use of cell phones, beepers, or other communication devices is disruptive, and is therefore prohibited during presentations.

Schedule:

We will meet on three Friday's over the course of the semester, January 27, February 17, and April 7th. Attendance is mandatory.