Global Marketing Strategy
MBAD 6275-U90 – Study Abroad Travel to Shanghai and Hong Kong
Spring 2016

March 4, 2016 to March 12, 2016

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(put the word “Student” in the subject line of the email to jump to the top of my email list)

Office Hours
Main-campus: Wednesday 8:00 a.m. to 9:15 p.m. or by appointment
Uptown campus: Thursday: before and after class or by appointment

Pre-requisites for marketing majors and minors:
MBAD 6270 Minimum Grade of C or MBAD 6171 Minimum Grade of C

Required readings to be posted in CANVAS

Course Description:

Experience the Chinese business culture through corporate visits in both Shanghai and Hong Kong. During spring break join us for this study abroad program sponsored by the Belk College of Business. MBA students will have an opportunity to explore and learn about the unique marketing strategies used by firms doing business in Asia.

Shanghai, China is the major economic city for China. It is the largest Chinese city by population with over 14 million residents (as compared to the population of New York City of 8.4 million, or the state of North Carolina with 9.9 million). China is an attractive export market for U.S. firms. It is the U.S.’s second largest trading partner ahead of Mexico, Japan, and Germany. China’s economy has accelerated since the global financial crisis and has seen over a 7% growth rate in the past five years.

Hong Kong has benefited from their continued economic integration with mainland China’s strong economy. It offers a strategic platform for small- and medium-sized companies seeking to do business in Asia. There are over 1,300 subsidiaries of U.S. parent companies in Hong Kong or which over 850 are either regional headquarters or regional offices making the U.S. the largest source of subsidiaries in that area. Hong Kong’s major trading partners are with China, the European Union, U.S., Japan, and Taiwan.

This course will focus on exploring global marketing opportunities and the challenges facing businesses operating in Asia. Additional emphasis will be placed on the cultural and social environments that influence global marketing strategies. Assignments are designed to challenge students to think critically about global marketing initiatives. Students participating in this course are expected to attend two classes prior to the trip and one class after the trip. The course grade is based on students completing individual assignments, attending all program events, and a comprehensive student project.
Course goals and objectives:

1. Learn how to apply marketing concepts to globally integrated marketing strategies.
2. To learn about global macro-environmental issues through experiential exercises.
3. To experience and understand the implications of social and cultural issues on the development of marketing strategies.
4. To gain an understanding of market penetration and market development strategies as they apply to international markets.

Class Format:

Students will have the opportunity to participate in meetings with marketing professionals in Shanghai and Hong Kong. Emphasis will be placed on global marketing and the dynamics of conducting marketing in Asia.

Assignments will provide students with an opportunity to demonstrate their understanding of marketing issues in Shanghai and Hong Kong. Each student will be responsible for completing a series of written assignments after returning from the program abroad. Letter grades will be awarded according to the UNC Charlotte grading system. Attendance at all program activities is required and will represent a portion of the student’s final grade.

Program schedule:

<table>
<thead>
<tr>
<th>Classroom meetings:</th>
<th>Friday, January 29th, 12:00 to 2:45 p.m.</th>
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<tbody>
<tr>
<td></td>
<td>Friday, February 12, 12:00 to 2:45 p.m.</td>
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<td></td>
<td>Friday, April 22, 12:00 to 2:45 p.m.</td>
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<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
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</thead>
<tbody>
<tr>
<td>Friday March 4, 2016</td>
<td>Depart Charlotte (morning)</td>
</tr>
<tr>
<td>Saturday March 5, 2016</td>
<td>Arrive Shanghai, China (evening)</td>
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<tr>
<td>Saturday March 6, 2016</td>
<td>Cultural excursions</td>
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<tr>
<td>Monday March 7, 2016</td>
<td>Academic visits</td>
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<tr>
<td>Tuesday March 8, 2016</td>
<td>Academic visits / Travel to Hong Kong</td>
</tr>
<tr>
<td>Wednesday March 9, 2016</td>
<td>Cultural excursions</td>
</tr>
<tr>
<td>Thursday March 10, 2016</td>
<td>Academic visits</td>
</tr>
<tr>
<td>Friday March 11, 2016</td>
<td>Academic visits</td>
</tr>
<tr>
<td>Saturday March 12, 2016</td>
<td>Return to Charlotte</td>
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Evaluation: Your final grade is calculated based on the following:

- Written journal: 20%
- Attendance at meetings: 40%
- Paper: 20%
- Paper presentation: 20%
Academic Integrity:

All students have the responsibility to know and observe the requirements of The UNCC 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 UNCC. 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 or online at http://www.uncc.edu/policystate/ps-105.html. Standards of academic integrity will be enforced in this course. Students are expected to report cases of academic dishonesty to the course instructor.

Belk College of Business Statement on Diversity:

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.