

**Trulaske College of Business**  
**Study Abroad in Southeast Asia**  
**Mktg 4800 – Spring 2023, January - May**  
**May 13 – May 26, 2023**

**Program Highlights**

- Compare economies and business practices of Association of Southeast Asian Nations (ASEAN)
- Meet with managers and discuss international business strategies during company visits.
- Earn three hours of MU course credit during Spring 2023 semester January – May.
- Gain real world experience in marketing research and consulting.
- Open to **all majors!** *Note: graduate students must get prior approval from the Graduate Programs Office.*

**Participation Requirements**

- Be in good academic and disciplinary standing at MU.
- Have a valid passport with an expiration date more than six months after the program return date.
- Complete the online application process, including all necessary risk and release forms.
- Meet the minimum health insurance requirements set by the University. As part of the program fee, you are enrolled in the University's GeoBlue Health plan for the duration of the program. You must visit the GeoBlue website, print your ID card, and familiarize yourself with the plan and procedures for health emergencies.
- Follow acceptable behavior outlined in the MU Student Conduct Manual and the MU Conditions of Program Participation and Program Acceptance contract through the Trulaske College of Business.

**Program Details**

- *Arrival & Departure:*  
Students are responsible for arranging and purchasing their airfare. During Marketing 4800 you will be assisted with information on program flight itineraries and how to book flights for traveling together. **Do not purchase your flight without prior approval from the Director of Study Abroad (trulaskeabroad@missouri.edu).** Failure to provide a paid ticket itinerary by March 1, 2023, may result in being dropped from the program.

Plan to arrive in Singapore airport morning of May 15, 2023

The program ends upon check-out on May 26, 2023

*Note: The Study Abroad Program and MU will not be responsible for any expenses incurred (including lodging) due to delays or cancellations of flight arrangements made by the student. Students concerned about the costs they might incur due to flight delays or cancellations are encouraged to purchase travel insurance.*

- **Location:**  
The program events will be centered in Singapore, Singapore, Kuala Lumpur, Malaysia, and Indonesia. Company visits will involve short bus trips to locations outside the city.
- **Lodging and Meals:**  
All lodging will be in three/four-star hotels and include all breakfasts. One group social with appetizers and one dinner will be organized.

### Lodging - TBD

### Course Offering and Prerequisites

- **Course Overview:**  
This is a intensive course focused on marketing research and consulting. The emphasis will be on understanding various issues in marketing with an emphasis in Southeast Asia and the area's trading relationships in the global economy.

- **Undergraduate – MKTG 4800: Entering Global Markets Class# 63991**  
3 credit hours; graded A-F; Instructor: Brady Hodges;  
Prerequisites: Mktg 3000 and instructor consent

*Note: This course was designed by the Registrar's Office as spring course. Educational fees for three credit hours are costs you would normally see on your spring bill. Non-resident students will pay the usual non-resident fees. Actual fees for the spring semester are set by the Board of Curators during their previous April meeting. Let your academic advisor know if these three credits will put you over your maximum for spring. All students should check with their academic advisors on how this course would satisfy graduation and major area requirements.*

- **The course will be conducted in two parts:**
  1. Marketing 4800 will be completed between January 17<sup>th</sup> – May 4<sup>th</sup> on Tuesdays and Thursdays from 2-3:15 in 204 Cornell Hall.
  2. An international travel experience, which includes experiential learning exercises, group discussions and presentations, and company visits. The company visits are an essential part of the learning experience and allow students to discuss with company managers international business strategies in marketing, finance, and management. The schedule while abroad allows free time for sightseeing and visiting local cultural and historic sites.
- **Course at MU**  
Marketing 4800 will begin **January 17<sup>th</sup>, 2023** in Cornell Hall, which you are required to enroll before the first class to go on the program.

### Meeting schedule:

- **Tuesdays and Thursdays, January 17 – May 4:**
- **2:00-3:15 pm; Room 204 Cornell Hall**

*Note: You are required to attend every class to prepare for the program and complete course credit, or you will not be allowed to participate in the program. Special circumstances may allow flexibility on this requirement but must be approved by Professor Hodges before the class absence. If you are dropped from the program due to non-attendance, you will be subject to the penalties listed under the Withdrawal Procedure & Penalties portion of this document.*

### Estimated Budget

The following estimated budget may be used for planning purposes:

| <b>Student Planning Budget</b>                   |                |
|--|----------------|
| Tuition (resident) (3 credit hours)              | \$1008         |
| Tuition (non-resident) (3 credit hours)          | \$3,045        |
| Trulaske Business Course Fee                     | \$325          |
| Technology Fee                                   | \$45           |
| Program Fee                                      | \$3,150        |
| MU International Center Study Abroad Fee         | \$245          |
| Airfare (estimated)                              | \$1,700        |
| <b>Estimated cost for Missouri residents</b>     | <b>\$6,473</b> |
| <b>Estimated cost for non-Missouri residents</b> | <b>\$8,510</b> |

*Note: The study abroad fees above will be billed to the student account on approximately December 15, 2022. Please note that these are estimates. Non-resident students will pay non-resident fees. The course fees will be charged to your account shortly after enrollment in myZou.*

- **Expenses Included:**

- Meals included in the program fees, as noted on the itinerary
- All program event ground transportation including to and from the airport
- Lodging for the trip duration, including all breakfasts
- Program water bottle, sticker, and graduation cord
- Social events
- 24/7 Student Support while on program
- Repatriation/medical evacuation

- MU GeoBlue Health Insurance coverage for the program duration (you must visit the GeoBlue website, print your ID card, and familiarize yourself with the plan and procedures for health emergencies) *Note: in some cases, you may be required to pay out of pocket to receive services; this coverage allows you to submit claims for reimbursement by GeoBlue for any medical expenses incurred outside the US while on the program)*
- **Expenses *Not Included* in Program Fee**
  - Airfare from the US to Singapore and returning to the US from Malaysia
  - Meals not included in the program fees, as noted on the itinerary
  - Educational fees – tuition and fees will be billed the same as a 3-credit hour undergraduate or graduate course is taken in Spring 2023
  - Passport application or passport renewal fees
  - MU International Center study abroad fee includes MU support services for student emergencies during the program, emergency evacuation and repatriation coordination, and pre-departure orientation
  - COVID-19 test if needed

### Paying for Study Abroad

- **Student Financial Aid**  
This 3-credit hour course qualifies for financial aid. Before going to the financial aid office (11 Jesse Hall), visit the Trulaske Study Abroad office (213 Cornell Hall) for the financial aid worksheet. It is highly recommended all students meet with their Financial Aid advisor to discuss paying for study abroad.
- **Scholarships**  
Student can apply for scholarships through ScholarshipUniverse (Missouri.scholarshipuniverse.com). The scholarship application is due **October 13, 2022**, and decisions will be made in early October.

### Withdrawal Procedure & Penalties

#### Withdrawal dates for a student cancellation

There are no withdrawal penalties until October 1, 2022. You must email the Student Service Coordinator (TrulaskeAbroad@missouri.edu) documenting withdrawal from the program AND return to the online application to change status to WITHDRAWAL: Declined. The following schedule indicates program withdrawal fees that will be billed to the student account:

| Amount Billed              | Withdrawal After            |
|----------------------------|-----------------------------|
| \$100                      | Commitment in MyStudyAbroad |
| \$2,000                    | October 25, 2022            |
| \$2,500                    | November 14, 2022           |
| \$3,150 (full program fee) | December 5, 2022            |

**Withdrawal dates if the university cancels the program due to health and safety reasons:**

To clarify after October 25<sup>th</sup> if the university must cancel the program for health and safety reasons (including COVID-19) students will be charged the amounts below as we will not be able to receive a full refund from our partners in Southeast Asia. The billed amount can be used as a credit for a future study abroad program.

| Amount Billed              | Program Cancelled After |
|----------------------------|-------------------------|
| \$2,000                    | October 25, 2022        |
| \$2,500                    | November 14, 2022       |
| \$3,150 (full program fee) | December 5, 2022        |

*Note: The date of withdrawal notification is the date the notification email is sent to the Student Services Coordinator. Depending on the date you withdraw, the Study Abroad Office may not be able to get a refund from the vendor; your refund will be relative to the costs that can be recovered. If you have not been billed the program fee at the time of your withdrawal, you will be billed for any cancellation fees charged to the program.*

**Visas & Travel Documents**

You must have a valid passport with an expiration date more than six months after the program return date.

- A copy of your passport is due to the Study Abroad office (213 Cornell) by **March 1, 2023**
- If you are not a U.S. citizen, check the country's web page to determine if you need to apply for a tourist visa

**COVID-19 Vaccinations**

Singapore and Indonesia requires all participants must be fully vaccinated against COVID – 19, including booster. All participants will need to provide their vaccine cards to the Study Abroad office by **March 1, 2023**

**IMPORTANT:** If you are a student with a disability and anticipate requesting accommodations while studying abroad, we encourage you to notify the MU Office of Disability Services as early as possible (<http://disabilityservices.missouri.edu>). Early notification is essential to allow us time to ensure that appropriate arrangements and reasonable accommodations can be provided, both by the program and our Study Abroad partner organizations.

*Disclaimer: The costs and schedules presented in this document are best estimates performed in good faith and do not represent any kind of fixed contract. The nature of dealing with foreign partners makes it difficult to plan exactly how this study abroad program will be finalized.*

For more information:

Trulaske College of Business International Programs: <http://TrulaskeAbroad.missouri.edu>

Stephanie Ross, 213 Cornell Hall, [trulaskeabroad@missouri.edu](mailto:trulaskeabroad@missouri.edu)

Kim Hoff, 213 Cornell Hall, [trulaskeabroad@missouri.edu](mailto:trulaskeabroad@missouri.edu)

**Program Cancellation Policy for Student Financial Liability**

I understand that in some special circumstances I may not receive full academic credit for the study abroad program for which I have applied. These circumstances include, but are not limited to:

- Cancellation of the program due to circumstances beyond the control of the University of Missouri
- A decision by the University, in its sole discretion, that cancellation of the program is appropriate based on health, safety, or similar circumstances
- My inability to participate in or complete the program due to circumstances beyond the control of the University of Missouri
- My dismissal from the program

I understand that in any of these circumstances, I will be refunded only those costs that can be recovered by the University of Missouri or the University's partner program. If I have not been billed the program fee at the time of my withdrawal, I understand that I will be billed for any cancellation fees charged to the program.

The itinerary of this program may be modified by the Trulaske College of Business and/or the University of Missouri due to health, safety, or similar concerns. The withdrawal fees listed above will apply to students if this occurs. Transportation change fees and expenses will be the responsibility of the student.

|    | Date   | Day   | Itinerary (subject to change)   | Location             |
|----|--------|-------|---|----------------------|
|    | 13-May | Sat   | Depart (overnight flights from U.S. to Singapore, Singapore)  | USA > Singapore      |
|    | 14-May | Sun   | In transit  | In transit           |
| 1  | 15-May | Mon   | Arrive in Singapore – Group transfer to lodging<br>City tour<br>Orientation<br>Group welcome dinner       | Singapore            |
| 2  | 16-May | Tue   | Breakfast at accommodation - morning check-in<br>Student presentations<br>Free afternoon                  | Singapore            |
| 3  | 17-May | Wed   | Breakfast at accommodation - morning check-in<br>Visit to Sentosa Island                                  | Singapore            |
| 4  | 18-May | Thurs | Breakfast at accommodation - morning check-in<br>Singapore Botanical Gardens<br>Free afternoon            | Singapore            |
| 5  | 19-May | Fri   | Breakfast at accommodation - morning check-in<br>Day trip to Indonesia                                    | Indonesia            |
| 6  | 20-May | Sat   | Breakfast at accommodation - morning check-in<br>Depart for Kuala Lumpur via bus<br>Mid-day stop in Johor | Singapore > Malaysia |
| 7  | 21-May | Sun   | Breakfast at accommodation - morning check-in<br>City tour of Kuala Lumpur<br>Petronas Twin Towers        | Malaysia             |
| 8  | 22-May | Mon   | Breakfast at accommodation - morning check-in<br>Company visit<br>Lunch on your own<br>Company visit      | Malaysia             |
| 9  | 23-May | Tue   | Breakfast at accommodation - morning check-in<br>Royal Selangor Visitor Centre<br>Free afternoon          | Malaysia             |
| 10 | 24-May | Wed   | Breakfast at accommodation - morning check-in<br>Company visit<br>Lunch on your own<br>Company visit      | Malaysia             |
| 11 | 25-May | Thurs | Breakfast at accommodation - morning check-in<br>Batu Caves<br>Farewell Lunch<br>Free afternoon           | Malaysia             |
| 12 | 26-May | Fri   | Breakfast at accommodation - morning check-in<br>Depart accommodations<br>Transfer to the airport         | Malaysia > USA       |

**Important Information:**

- Due to COVID-19 all dates, activities, and costs are tentative.
- Singapore and Indonesia requires all travelers must be fully vaccinated against COVID – 19, including booster. All participants will need to provide their vaccine cards to the Study Abroad office by March 1, 2022.
- Students are responsible for cost of COVID-19 test.
- All students must attend a Trulaske Abroad Info Session before committing to the program.
- Do not purchase your flight without prior approval from the Director of Study Abroad.
- Review information packet and website for cancellation policy.
- Marketing 4800 is in-seat for the full Spring 2023 semester (January 17th—May 12th)