

**Trulaske College of Business**  
**Study Abroad in Southeast Asia**  
**Mktg 4800 – Spring 2024, January 16 – May 9, 2024**  
**May 12 – May 24, 2023 (tentative dates)**

**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 2024 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, 2024, may result in being dropped from the program.

Plan to arrive in Singapore airport morning of May 14, 2024

The program ends upon check-out on May 24, 2024

*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, and Kuala Lumpur, Malaysia. 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# TBD**  
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 16<sup>th</sup> – May 9<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 16<sup>th</sup>, 2024** 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 7:**
- **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>	
Program Fee	\$3,350*
MU International Center Study Abroad Fee	\$245
Airfare (estimated)	\$1,700
<b>Estimated cost</b>	<b>\$5,295*</b>

\*Program fee and final costs are tentative. All costs will be confirmed in October.

*Note: The study abroad fees above will be billed to the student account on approximately December 2023. 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 2024
- 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

### 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 1, 2023**, and decisions will be made in mid-October.

### Withdrawal Procedure & Penalties

#### Withdrawal dates for a student cancellation

**Student must contact the Student Services Coordinator directly by e-mail at [TrulaskeAbroad.missouri.edu](mailto:TrulaskeAbroad.missouri.edu) documenting any withdrawals from the intended study abroad program.** Withdrawal date will be determined to be the date shown on the e-mail that is sent to the Student Services Coordinator in 213 Cornell Hall stating intent to withdraw from the program.

Amount Billed	Withdrawal After
\$100 withdrawal fee	After student commitment date
\$2,000 withdrawal fee	October 25, 2023
\$2,500 withdrawal fee	November 14, 2023
\$3,350 (full program fee)	December 5, 2023

*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 **February 5, 2024**
- 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

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