

Trulaske College of Business
Study Abroad in Southeast Asia - Vietnam | Mktg 4940 or BA 4500 – Spring 2026
Leave US on May 19 – arrive May 20 – May 28, 2026

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 2026 semester March– 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 4940 or Business Administration 4500, you will be assisted with information on program flight itineraries and how to book flights to travel 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 February 1, 2026, may result in being dropped from the program.

Plan to arrive at the Ho Chi Minh City airport on the morning of May 20, 2026

The program ends upon check-out on May 28, 2026

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 Ho Chi Minh City, Vietnam. Company visits will involve short bus trips to locations outside the city.
- **Lodging and Meals:**
Lodging will be at the Superior Four Star T-Ritz Hotel Saigon Hotel in Ho Chi Minh City and include all breakfasts. One group social with appetizers and one dinner will be organized.

Course Offering and Prerequisites

- **Course Overview:**

This is an 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 4940: Professional Marketing Internship Class# TBD**

3 credit hours; graded A-F; Instructor: Brady Hodges;

Prerequisites: 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.

OR

- **Undergraduate – BA 4500: Professional Internship Class# TBD**

3 credit hours; graded A-F; Instructor: TBD;

Prerequisites: 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. Business Administration 4500 or Marketing 4940 is a 2nd 8-week course Spring 2026 semester (March 17, March 31, April 7, 14, 21, 28, May 5 | 6:30-8:30 pm).
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.

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:

Student Planning Budget	
Program Fee	\$3,300*
MU International Center Study Abroad Fee	\$245
Airfare (estimated)	\$2,500
Estimated cost	\$6,045*

*Program fee and final costs are tentative.

Note: The study abroad fees above will be billed to the student account on approximately March 2026. 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
 - 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**
 - 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 2026
 - 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-travel orientation

Paying for Study Abroad

- **Student Financial Aid**

This 3-credit course qualifies for financial aid. The financial aid worksheet can be found on mystudyabroad.com. It is highly recommended that all students meet with their Financial Aid advisor to discuss paying for study abroad.

- **Scholarships**

Students can apply for scholarships through ScholarshipUniverse (Missouri.scholarshipuniverse.com). The scholarship application is due **December 11** and will be reviewed on a rolling basis. Students can apply for the Mrs. Audrey Walsworth scholarship- up to \$3,000 towards the program fee.

Withdrawal from Program

Students must email Trulaske Study Abroad directly at TrulaskeAbroad@missouri.edu stating their intent to withdrawal from the program. The withdrawal date, and corresponding fee, will be determined by the date this email is received.

Amount Billed	Withdrawal After
\$100 withdrawal fee	After the student commitment date
\$1,500 withdrawal fee	November 15, 2025
\$2,500 withdrawal fee	December 15, 2025
Total Program Fee withdrawal fee	January 15, 2026

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 3, 2026**
- 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.

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
1	19-May	Tues	Depart (overnight flights from U.S. to Ho Chi Minh City, Vietnam)	USA > Vietnam
2	20-May	Wed	Arrive in Vietnam – Group transfer to lodging Orientation Group Welcome Dinner	Vietnam
3	21-May	Thurs	Breakfast at accommodation - morning check-in Company Visit City Tour	Vietnam
4	22-May	Fri	Breakfast at accommodation - morning check-in Company Visit Free Afternoon	Vietnam
5	23-May	Sat	Breakfast at accommodation - morning check-in Company visit Free afternoon	Vietnam
6	24-May	Sun	Breakfast at accommodation Full Day Cultural Activity	Vietnam
7	25-May	Mon	Breakfast at accommodation - morning check-in Cultural Activity	Vietnam
8	26-May	Tues	Breakfast at accommodation - morning check-in US Embassy Presentations	Vietnam
9	27-May	Wed	Breakfast at accommodation - morning check-in Free Day	Vietnam
10	28-May	Thurs	Group Transfer to Airport	Vietnam

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: trulaskeabroad@missouri.edu

<http://TrulaskeAbroad.missouri.edu>