

New York City Study Tour January 3 - 9, 2020

Spring Semester 2020

Faculty Co-Leaders:

Dr. Ann Kuzma - Department of Marketing and International Business
Dr. Kevin Elliott - Department of Marketing and International Business

MRKT 492 Study Tour (3)

Study tours are led by Minnesota State University, Mankato faculty and provide students with opportunities to visit companies and attend lectures by experts from key sectors of business and government.

Course Learning Outcomes

1. Students will demonstrate basic research skills in preparation for the tour to include geographic, economic, demographic, and cultural environments of the destination location.
2. Students will engage in activities that will allow them to experience the local/regional culture of the destination location.
3. Students will compare business practices of the destination location with those of their own domicile.
4. Students will demonstrate their ability to prepare a professional written document that summarizes their experiences, knowledge gained, and appreciation for the culture of the destination location.

Marketing Program Outcomes

1. Explain how ethical issues affect marketing decisions and impact consumers.
2. Describe elements of a strategic marketing plan, from planning, through implementation, to metric-based evaluation.
3. Explain the processes and factors influencing the targeting of the marketplace.
4. Apply product concepts used to create value in the marketplace.
5. Apply pricing concepts and techniques to capture value.
6. Apply channel management concepts to deliver value to all channel members.
7. Apply marketing communication concepts to effectively promote products/services.
8. Use marketing techniques to assess the effectiveness of marketing strategies.

College of Business Learning Outcomes

1. Students can demonstrate competency in professional written communications and formal oral presentations, appropriate to their discipline(s).
2. Students can identify leadership characteristics and can use team building and collaborative skills to accomplish group tasks.
3. Students can use technology appropriate to their discipline(s).
4. Students can recognize legal and ethical problems in business, are aware of their potential consequences, and can propose and defend alternate resolutions.
5. Students can analyze business problems utilizing information technology and research methods appropriate to their discipline(s), and then use the results in business decision making.
6. Students can integrate and use information from different business disciplines.
7. Students will also meet program learning outcomes as established by each program.

Disability Accommodations

Minnesota State University, Mankato provides students with disabilities reasonable accommodation to participate in educational programs, activities or services. Students with disabilities requiring accommodation to participate in class activities or meet course requirements should first register with Accessibility Resources, (Memorial Library 132, telephone 389-2825, TDD 711) to establish an accommodation plan and then contact one of the faculty co-leaders if needed.

Evaluation

You will be graded on: a) your participation in study tour activities/event; b) your professional behavior during the study tour; and on a post trip reflection paper.

Points will be accumulated as follows:

Participation in Study Tour Activities/Events -----	100 pts.
Pre-Visit Questions For Business Tours -----	50 pts.
Professional Behavior (abiding by rules, being on time, etc.) -----	100 pts.
Post Trip Personal Reflection Paper -----	<u>100 pts.</u>
Total Points Possible	350 pts.

Grading Scale

The following grading scale will be adhered to:

- A = 90 - 100% of total possible points
- B = 80 - less than 90% of total possible points
- C = 70 - less than 80% of total possible points
- D = 60 - less than 70% of total possible points
- F = Below 60% of total possible points

***There will be no extra credit for the class.**