

MONASH University Business and Economics **Boldly.**

Presented by Dr Sandra Luxton

International Marketing Study Program China - 2009

Directors:
Dr Sandra Luxton – Dept. of Marketing
Tim Lyons – Manage China

Travel agents: **Karsten Horne & Jo Walsh Reho Travel**

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International Marketing Study Program - China

- **Your key contacts 2009**
 - Program directors and travel agent
- **Company visits (indicative only – small no. still to give final confirmation)**
- **Travel details**
 - Reho Travel
- **Program Assessment**
- **Key dates**



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Program - Beijing

- **Tsinghua University (Business Incubator)**
- **Lenovo**
- **Austrade**
- **New Oriental**



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Program - Shanghai

- **DDB**
- **KPMG**
- **AIA Insurance**
- **Australia-China Chamber of Commerce**



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Program - Suzhou

- **NFP Suzhou Museum PR Department and museum visit**
- **Bluescope**
- **Suzhou National Development Zone**



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Program - Yiwu

- **Commercial city**



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Program - Hangzhou

- Wahaha
- Mercedes Benz
- Alibaba.com
- Hangzhou Tower






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Mentoring program

New initiative

- Students will be given opportunity to nominate an area of interest and we will endeavour to set up a meeting with an appropriate business contact



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Karen



Jo



Karsten



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- Airfares – Cathay Pacific Melbourne/Hong Kong Beijing – Hangzhou/Hong Kong/Melbourne
- All departure / airport taxes
- 13 nights 3 star accommodation
- Full Breakfast daily



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Inclusions

- Rail travel Beijing/Shanghai/Suzhou
- All airport/rail/hotel transfers
- Coaches for company visits
- Tours in Beijing and Shanghai



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Inclusions

- Comprehensive Travel insurance
- Exclusive Tour Ticket Wallets and matching Luggage Tags
- Polo top
- China Visa and processing fees



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Documentation

- Passport Valid for at least 6 months
- China visa (takes 2 weeks)
- Complete booking form: make sure your name matches your passport name exactly



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Selection (Who is eligible to go?)

- Faculty wide program - postgraduate and undergraduate
- Postgrads - Ideally have completed at least MKX9160 (or equiv) + any 4 units
- Undergrads – 2nd/3rd year
- Credit average essential
- Approx. 24 students in total
- All advised by 30th March

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Program Assessment

Two compulsory learning days:

Saturday 27th and Sunday 28th June

- Participation (10%)
- 1000 word Group research proposal (10%)
- 5000 word Group research project (50%)
- 2500 word Individual Experiential Learning Report (15%)
- 30 minute Group project presentation (15%) (early 2nd semester - date to be confirmed)

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2009 Key dates

- **Friday 3rd April**
 - \$1000 deposit due
- **Monday 30th March**
 - All applicants will be advised
- **Friday 8th May**
 - Final payment due
- **Saturday 27th and Sunday 28th June**
 - Pre-departure Learning Days
- **Friday 3rd July**
 - Depart Melbourne
- **Saturday 18th July**
 - Depart China
- **Date to be confirmed**
 - Report submission & presentation day

Payment by cash, direct deposit or cheque

All cheques payable to Reho Travel

Paying by American Express or Diners will incur a 3% surcharge

Booking form to SANDRA

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Costs

- Travel (airfares, transfers, accommodation, domestic travel in China):
TWIN \$5480.00 SINGLE \$6070.00 (incl. \$1000 deposit)
- Normal unit fees apply in addition to travel costs
- NB Monash Abroad travel grant: **\$500 for all participating students who are not citizens of China**

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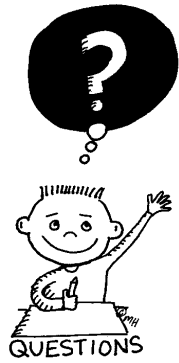
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