

BUS 1672: Marketing “Made in Ecuador” to the World v1

1 Credit

University of Pittsburgh

Study Abroad Program in Ecuador

Spring Break, 2020

March 7th -March 15th

Skip Glenn • Assistant Professor - Marketing

Course Description

Historically, Ecuador sits at the crossroads of the Incan culture where trade through the spine of the Andes has been active for centuries. Currently, Ecuador is in the midst of building its brand to the world. Promotion of the Galapagos, Yasuni Park and adventure travel on wild rivers has been part of the effort to showcase the best of the country to foreign markets. Ecuador’s stunning volcanic peaks and rich tropical rainforest offer some of the greatest destinations on the planet along with unique and marketable resources of foods and culture. This course is designed to give you an understanding of Ecuador’s natural and cultural assets including art, chocolate, ancient cities and adventure destinations and how to best market them to the world. This will be a hands-on experience where you will make your own chocolate, pottery and help locals prepare native crops as well as design promotions and refine and position their natural and cultural offerings for the global market.

Pre- or corequisites (one course listed below)

BUS 0510 – Principles in Marketing

BUSMKT 1411 – Introduction to Marketing

BUS 1583 – International Marketing

BUSMKT 1461 – International Marketing

The courses listed above or equivalent ones at various Pitt campuses.

Additional courses around marketing and global enterprise may qualify and require approval from professor.

Student Objectives

By the end of the semester students will be able to:

1. Critically assess market opportunities for Ecuadorian products, adventure travel and cultural offerings with an eye on both local and foreign markets.
2. Attain intimate knowledge of sustainable products and services made in Ecuador.
3. Explore the potential of “Made in Ecuador” as a brand promise in context of natural, cultural and travel products. “All You Need is Ecuador”
4. Build skills in product promotion and packaging around natural offerings from Ecuador.
5. Construct an environmental analysis of Ecuador in four key areas.
6. Create a marketing plan that includes the 4”P’s” for one product or offering.

Required Text

The following text is REQUIRED:

Ecuador Reader: History, Culture, Politics by Carlos De La Torre (Editor), Steve Striffler (Editor), Orin Starn (Editor), and Robin Kirk (Editor),, Duke University Press Books, 2009. (Source Amazon.com \$13 - \$19 USD)

Additional Readings and Resources: Online

Brief History of Ecuador

http://www.mongabay.com/reference/country_studies/ecuador/HISTORY.html

<http://news.bbc.co.uk/2/hi/americas/1212826.stm>

History of Chocolate in Ecuador (Series of Articles)

<http://www.southernexplorations.com/adventure-travel-information/travel-articles/ecuador/chocolate/history-chocolate-ecuador.htm>

History of Ceramic Arts in Amazonia

<http://www.culturalsurvival.org/ourpublications/csq/article/amazonian-ceramics-from-ecuador-continuity-and-change>

Adventure Travel Rankings and Development

http://www.adventuretravel.biz/wp-content/uploads/2012/11/atdi_2011_report.pdf

<http://www.adventuretravelnews.com/ecuador-wins-hosting-rights-for-the-adventure-racing-world-championship-2014>

Recommended Resources and Readings:

Dorothea S. Whitten and Norman E. Whitten. *From Myth to Creation: Art from Amazonian Ecuador*. University of Illinois Press 1988.

Michael Uzendoski, *The Napo Runa of Amazonian Ecuador*. University of Illinois Press. 2005.

Blanca Muratorio. *The Life and Times of Grandfather Alonso: Culture and History in the Upper Amazon*. 1991

Course Requirements

Grades will be determined in the following manner:

| | |
|---|-----|
| Participation | 10% |
| Map Quiz prior to departure | 10% |
| In-Country Analysis of Ecuador | 25% |
| Marketing Presentation (Teams) | 25% |
| Final paper - Made in Ecuador – (Teams) | 30% |

Student Assessment

Students will be assessed through a variety of assessment tools, including:

*a map quiz of the major regions and cities and natural assets of Ecuador prior to departure.

*a pre-trip and post-trip survey on Ecuador's brand value offerings

*a five-page in-country analysis prior to departure looking at politics, economics, culture and trade of Ecuador due on March 4, 2020.

*Team field project for promotion of chocolate, eco-tourism, cultural tourism to US markets.

*writing a 5-7 page analytical paper including a SWOT analysis and recommendations around four "P's" of "Made in Ecuador" offering to be due April 3, 2020 via electronic submission (team paper).

* Final Team Presentation done at Pittsburgh location on April 3st

Schedule

Prior to departure in March:

January, Date TBA, Pittsburgh and Skype

*Meet with all students and go over syllabus, course requirements, travel requirements, expectations, geography lesson and maps to study for future map quiz (maps will be on Courseweb), etc.

Friday, February 21nd, 5-7pm – location (La Feria, Shadyside)

In country analysis preparation for Ecuador and region.

Wednesday, March 4st, Paper and Geography Quiz Due

Environmental Analysis Paper Due along with online geography quiz.

Depart from Pittsburgh for Quito on March 7, 2020:

Proposed Itinerary: (*subject to change according to events, weather and other factors.*)

Saturday March 7 (Quito)

11:30 PM Arrive in Quito Shuttle to Real Audiencia

8:00 AM Breakfast

9:30 AM Professors. George and Swanson, Lecture on marketing indigenous arts. Students work with expert native Amazonian artists to make their own piece in traditional style.

Sunday March 8

8:00 AM Breakfast

9:00 AM Tour colonial Quito (founded 1535)

1:00 Lunch At Hotel Real Audiencia

2:00 PM Continue tour of Quito.

6:30 PM Lecture by Tod Swanson on Ecuador

7:00 PM Dinner at Hotel Real Audiencia

1:00 PM Lunch

2:30 PM Hike in the forest

Prof. Walter Carson, Lecture Tropical Forest Ecology

7:00 PM Dinner

8:00 Class discussion time: Professors Walt Carson and Glenn George meet with their respective classes.

Monday March 9

8:00 AM Breakfast

9:00 AM Bus to Andes and Amazon Field School

10:30 AM Bathe in volcanic hot springs

2:00 PM Visit Guango Hummingbird Lodge (See 11 species of humming birds in large numbers.)

2:00 Lunch in Baeza

3:30 Hike in the Cloud Forest

6:30 PM Arrive at the Andes and Amazon Field School

7:00 PM Dinner

Wednesday March 11

8:00 AM Breakfast

9:30 Prof. Lecture on the Marketing of Cacao

Students harvest cacao and make chocolate.

1:00 PM Lunch

3:30 Make Chocolate

7:00 PM Dinner

8:00-10:00 PM Visit to an Amazonian Quichua shaman

Tuesday March 10

Thursday March 12

8:00 AM Breakfast

9:00 AM Hike up the Canoa Yaku (jungle creek)

12:00 PM Lunch

2:00 Lecture by Judy Logback, CEO of Kallari (Fair price chocolate company)

"Promotion and Packaging of Ecuadorian Chocolate and Brand" Workshop

7:00 PM Dinner

8:00 Class discussion time: Walt Carson and Glenn George meet with their respective classes

Friday March 13

8:00 AM Breakfast

9:00 AM Field trip to manioc farm to participate in planting and preparation of fields.

1:00 PM Lunch

2:30 PM Canoe to Misahualli. Examine the effects of gold and gravel mining on river environment and water tourist

business. Visit town with abundance of semi-wild monkeys

7:00 Dinner and despedida

Saturday March 14

8:00 AM Breakfast

9:00 Fire ceramics

Walt Carson and Glenn George meet with their respective classes. Class wind up

12:30 Lunch

2:00 PM Leave for the airport

Note: Bus arrives at the airport around 6:30 PM

No evening meal provided by the program. Students eat in airport restaurants on their own.

Sunday Morning March 15

Arrive Home

Back in Pennsylvania after travel to Ecuador

-Provide 5-7 page paper assignment to students via Courseweb (Blackboard) with due date on April 18, 2012. Paper assignment will ask to for a marketing plan addressing the four "P's" of an Ecuadorian offering to be marketing to selected international or internal markets

Presentation of Marketing Report on Friday, April 3, 2020 to be selected (location to be set)

Academic Policies, University of Pittsburgh

If you have a disability for which you are or may be requesting an accommodation, you are encouraged to contact both your instructor and the Office of Disability Resources and Services, 216 William Pitt Union, 412-648-7890/412-383-7355 (TTY), as early as possible in the term. Disability Resources and Services will verify your disability and determine reasonable accommodations for this course.

Cheating/plagiarism will not be tolerated. Students suspected of violating the University of Pittsburgh Policy on Academic Integrity, noted below, will be required to participate in the outlined procedural process as initiated by the instructor. A minimum sanction of a zero score for the quiz, exam or paper will be imposed.

The integrity of the academic process requires fair and impartial evaluation on the part of faculty and honest academic conduct on the part of students. To this end, students are expected to conduct themselves at a high level of responsibility

in the fulfillment of the course of their study. It is the corresponding responsibility of faculty to make clear to students those standards by which students will be evaluated, and the resources permissible for use by students during the course of their study and evaluation. The educational process is perceived as a joint faculty-student enterprise which will perforce involve professional judgment by faculty and may involve—without penalty—reasoned exception by students to the data or views offered by faculty. Senate Committee on Tenure and Academic Freedom, February 1974

*Each student is issued a University e-mail address (username@pitt.edu) upon admittance. This e-mail address may be used by the University for official communication with students. Students are expected to read e-mail sent to this account on a regular basis. Failure to read and react to University communications in a timely manner does not absolve the student from knowing and complying with the content of the communications. The University provides an e-mail forwarding service that allows students to read their e-mail via other service providers (e.g., Hotmail, AOL, Yahoo). Students that choose to forward their e-mail from their pitt.edu address to another address do so at their own risk. If e-mail is lost as a result of forwarding, it does not absolve the student from responding to official communications sent to their University e-mail address. To forward e-mail sent to your University account, go to <http://accounts.pitt.edu>, log into your account, click on **Edit Forwarding Addresses**, and follow the instructions on the page. Be sure to log out of your account when you have finished. (For the full E-mail Communication Policy, go to www.bc.pitt.edu/policies/policy/09/09-10-01.html.)*