INTB 3093 Study Abroad: South Africa
Spring Semester 2017

Empowering Small Businesses
COURSE INFORMATION

Professor: Karen Manning

Contact Information: 424 Lindner Hall
513-556-3935 Office
513-236-4792 Cell
karen.manning@uc.edu

Office Hours: Monday, Wednesday and Friday, 3:25pm to 4:40pm on Monday or by appointment

Professor: Wendy Reinhart

Contact Information: 513-910-9141 cell
wendy.reinhart@uc.edu

Office Hours: by appointment

Class Time and Location: Lindner Room 222, Monday 4:40 - 5:50pm

LINK TO PACE
This course aligns with PACE, the Lindner College of Business platform for developing the total business professional.

P – Professionalism
• Enhance oral & written communication, express ideas clearly, logically and persuasively.
• Develop and practice teamwork skills through group projects and exercises.
• Practice professional habits of punctuality, preparation, respect and participation.

A – Academics
• Develop foundational knowledge of core business functions and their interactions within firms.
• Begin applying functional and cross-functional knowledge to critically analyze business problems; for example applying techniques for business plan development.

C – Character
• Learn and apply leadership techniques for project management (plan, brief, execute, debrief).
• Build an understanding and initial skills of managing diversity, including understanding cultural differences, and challenges and opportunities of global business.
• Understand importance of ethics and social responsibility in business and personal settings.

E – Engagement
• Build understanding of importance and practices of networking through interactions with business professionals and guest speakers.
• Develop awareness and appreciation of involvement in social organizations, community service, and professional group opportunities.
COURSE MATERIALS

- Clay, Water, Brick by Jessica Jackley
- Select articles posted on Blackboard in the reference materials content area (under Weekly Activities).

COURSE OVERVIEW

This course is designed for real-world application of marketing strategy and branding concepts in a deep, meaningful and transformative way. We’ll be working with microbusinesses in former apartheid townships located in Cape Town, South Africa. Our marketing strategy consultation and recommendations will help these microbusinesses generate income that can pull families out of a deep cycle of poverty. We’ll explore how to build their brand/business, and help them envision future potential, using select frameworks and applying core marketing principles. Course materials will be curated from a variety of sources including select articles, Harvard Business Review, Internet sources, speaker insights, and instructor experience.

COURSE OBJECTIVES

- Provide opportunity for real-world application of marketing and branding concepts
- Engender an appreciation for the importance of marketing and branding for the health of the business, and the ultimate impact that has on the lives of those connected to that business.
- Develop an understanding of the need for a customized approach, including consideration of global nuances in cultural norms, consumer and competitive landscape, marketing & selling environments, and unique socio-economic variables & trends.

LEARNING OUTCOMES

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

- Understand the branding process and be able to write effective design briefs for agency partners.
- Work collaboratively with agency teams to create brand marks and marketing materials.
- Utilize a strategic marketing framework to;
  - understand the competitive environment and forces shaping it
  - identify market segments, target consumers and competitive positioning for a firm
  - develop a recommended marketing strategy including initiatives that achieve the desired marketing goal
- Create a marketing plan and execute select marketing communication components as part of a Small Business Package for 5 microbusinesses in South Africa.

PARTICIPATION/ATTENDANCE

Students are expected to attend all sessions of class. The majority of the classes will have assignments or group activities - some of which will be graded. If you are not present, you cannot get a grade for work that is done during class. Absences will need to be preapproved and requests submitted in writing.
STUDENT CONDUCT

All students are expected to conform to the University’s Code of Conduct and honor the following pledge: “On my honor I pledge that this work of mine does not violate the University of Cincinnati Student Code of Conduct provisions on cheating and plagiarism.” Further information on the University of Cincinnati Code of Conduct can be found at http://www.uc.edu/conduct/

COURSE GRADING SCALE
Based on the final % of earned points out of a total 200 possible points for the class.

<table>
<thead>
<tr>
<th>Score (%)</th>
<th>Grade</th>
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<th>Score (%)</th>
<th>Grade</th>
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</thead>
<tbody>
<tr>
<td>94-100</td>
<td>A</td>
<td>87-89</td>
<td>B+</td>
<td>77-79</td>
<td>C+</td>
<td>67-69</td>
<td>D+</td>
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<tr>
<td>90-93</td>
<td>A-</td>
<td>84-86</td>
<td>B</td>
<td>74-76</td>
<td>C</td>
<td>64-66</td>
<td>D</td>
</tr>
<tr>
<td>80-83</td>
<td>B-</td>
<td>70-73</td>
<td>C-</td>
<td>60-63</td>
<td>D-</td>
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PERFORMANCE EVALUATION
The following shows how students will be evaluated throughout the semester.

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contribution / Ambassadorship</td>
<td>50</td>
</tr>
<tr>
<td>Hypothesis Presentation / Worksheets / Notebook</td>
<td>50</td>
</tr>
<tr>
<td>Final Deliverables to the Business</td>
<td>50</td>
</tr>
<tr>
<td>Photo Journal &amp; Daily Blogs/Social Media Updates</td>
<td>50</td>
</tr>
<tr>
<td><strong>Total Points</strong></td>
<td><strong>200</strong></td>
</tr>
</tbody>
</table>

OVERVIEW OF ASSIGNMENTS

Contribution and Ambassadorship (50 points, 25% of final grade)

Your preparation for and active contribution in all class and on-site discussions is critical. Further, while abroad, you will be representing yourself, your college and your country. This is no small responsibility when traveling abroad, and being a true ambassador is vital to all. Your contribution to the group’s learning, positive dynamics and image will be evaluated based on self-assessment, peer feedback and leader reviews.

**Contribution**: supporting effective (learning/positive/supportive) group dynamics
- Respectful: honest, considerate, patient
- Quality Effort: fully prepared, punctual, well-spoken, engaged participant
- Positive Attitude: supportive, helpful, idea generation
**Ambassadorship:** representing Lindner College of Business, the University of Cincinnati – as well as yourself with the highest level of integrity and responsibility.

- Culturally Sensitive - aware, polite, open minded, modest
- Leadership – knowledgeable/prepared, good communicator/listener, willing to learn
- Image/Reputation – appropriately dressed, positive/professional attitude

Grading will be based not only on your personal contribution throughout the class but also on 5 individual assignments that will be posted on Blackboard throughout the semester.

**Hypothesis Presentation / Worksheets / Notebook (50 points, 25% of final grade)**
Throughout the semester you will be working in teams, preparing materials and completing worksheets to assist in building the strategic plans and marketing materials delivered to the businesses in South Africa. These completed assignments will be assembled in a Project Notebook that will be reviewed and graded prior to departure. You will also be required to summarize from this work key findings, hypotheses and on-site interview guides as part of your final submission.

**Final Deliverables to the Business (50 points, 25% of final grade)**
Each team will deliver a final set of deliverables (Small Business Package) for your assigned business in South Africa which includes:

- Marketing Plan (written and oral presentation)
- Communication Strategy
- Branding Tangibles (logo, business cards, signs and brochures)
- Digital Site

**Photo and Social Media Journal (50 points, 25% of final grade)**
Photo journals and social media blogs will help you purposefully learn from your experience. You will be required to write a daily entries while overseas with the last entry after the completion of your final presentation. We will use Kolb’s Learning Cycle as a guide. Daily entries should be 750 - 1000 words in length. Creativity is highly encouraged. Use photos or other items to illustrate your observations/insights. Details will be provided during the first week of class.

Journals will be used by your instructors to compile videos of your work and the experiences you had on this study abroad program.
INSTRUCTOR BACKGROUND

Karen Crawford Manning brings over 40 years of business experience to the University of Cincinnati faculty. With increasing levels of responsibility in brand and product management with companies like Procter & Gamble, Schering Plough and Sara Lee, Manning went on to become President of 360 Connect LLC, a Cincinnati based marketing and advertising consulting firm. She received her Bachelor of Science degree from Pennsylvania State University and Master of Business Administration degree from Indiana University, Kelley School of Business. In her free time, Manning enjoys to travel and is an aspiring artist. She is also the proud mother of a wonderful son, who is a recent graduate from the University of Tennessee in Knoxville with a degrees in Logistics and Marketing. He lives in Odessa Texas working in the field of energy logistics and procurement.

Wendy Reinhart has a deep history in brand strategy and design consultation. The early foundation of her experience includes more than a decade of brand management and sales at Sara Lee and Hasbro where she led mature businesses, and developed and launched new product lines on a regional, national and global scale. Moving from client to agency, she joined Libby Perszyk Kathman, an international brand strategy and design agency, described by HOW Magazine as “one of the largest and most influential branding agencies on the planet.” In her roles as Strategic Director, Group Director, and ultimately Vice President at LPK, she led multiple client teams as well as LPK’s highest level of consultancy, their Strategic Director Group. She also spearheaded their company-wide strategy training including the codification of the LPK Brand Building Process. Her client work included brand strategy, identity development, brand architecture, and innovation strategy for clients such as Samsung, US Bank, University of Cincinnati, and Procter & Gamble.
CLASS OVERVIEW AND SCHEDULE

The class is divided into 2 sections, our classroom time before departure and then the learning experience in South Africa. The class schedule for Spring semester, prior to departure, is shown below. A detailed agenda of the week in South Africa will be provided closer to departure however a general overview of the time abroad can be found on the next page.

COURSE SCHEDULE - CLASSROOM PRIOR TO DEPARTURE

<table>
<thead>
<tr>
<th>Week</th>
<th>General Topics</th>
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<tbody>
<tr>
<td>1</td>
<td>Course Overview</td>
</tr>
<tr>
<td>2</td>
<td>South Africa – Historical Perspective. (MLK Holiday)</td>
</tr>
<tr>
<td>3</td>
<td>Branding Process Overview - Product, Consumer, Positioning</td>
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<tr>
<td>4</td>
<td>Branding Process - Trends, Selling Environment</td>
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<tr>
<td>5</td>
<td>LPK Meeting (2 hour class)</td>
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<tr>
<td>6</td>
<td>Marketing Process Overview - Product, Price</td>
</tr>
<tr>
<td>7</td>
<td>Marketing Process Overview - Place, Process</td>
</tr>
<tr>
<td>8</td>
<td>LPK Meeting (2 hour class)</td>
</tr>
<tr>
<td>9</td>
<td>Marketing Process Overview - Promotion/Communications Plan</td>
</tr>
<tr>
<td>10</td>
<td>SPRING BREAK - NO CLASS</td>
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<tr>
<td>11</td>
<td>Marketing Plans - Working Session</td>
</tr>
<tr>
<td>12</td>
<td>Digital and Website Development - Guest Speaker/Instructor</td>
</tr>
<tr>
<td>13</td>
<td>LPK Meeting (2 hour class)</td>
</tr>
<tr>
<td>14</td>
<td>Marketing Plan - Working Session</td>
</tr>
<tr>
<td>15</td>
<td>LPK Meeting (2 hour class)</td>
</tr>
<tr>
<td>16</td>
<td>Departure Preparation - LCoB International Programs</td>
</tr>
</tbody>
</table>
# SOUTH AFRICA - SAMPLE ITINERARY FOR FIELD WORK

**Friday & Saturday (4/28 to 4/29)**: Travel to Cape Town

**Sunday (4/30)**: Sightseeing (Table Mountain, Cape Town)

**Monday (5/1)**
- Morning: Orientation/Presentation Preparation
- Afternoon: Presentation of marketing plan and Small Business Package deliverables to Entrepreneurs

**Tuesday (5/2)**
- Morning: Business owner meetings (morning teams)
- Afternoon: Business owner meetings (afternoon teams)

**Wednesday (5/3)**
- Morning: Local success story - speaker
- Afternoon: Continue marketing plan with owners

**Thursday (5/4)**
- Morning: Business owner meetings (morning teams); Implementation
- Afternoon: Business owner meetings (afternoon teams); Implementation

**Friday (5/5)**
- Morning: Business owner meetings (morning teams); Implementation
- Afternoon: Business owner meetings (afternoon teams); Implementation

**Saturday (5/6)**
- Morning & Afternoon: Sightseeing (Robbin Island, Lion Reserve or Boulders Beach, etc.)
- Evening: Flight home

**Sunday (5/7)**: Arrive in Cincinnati