

MKTG 620T/720T: Perspectives on the Business Environment in the Dominican Republic

**University of New Hampshire
Peter T. Paul College of Business and Economics**

January Term 2024
Class meetings as scheduled

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COURSE OVERVIEW

This 4-credit course focuses on the dynamics of American business professionals conducting or contemplating conducting business in the Dominican Republic. The student will explore the implications of the business paradigm opened up by globalization and learn first-hand how to respond to this new model of international commerce. Particular emphasis on the Dominican Republic is provided through an in-country experience where topics, such as business expansion methods, the business climate, culture and ethics, the political and legal environment, organizational structure, the status of information technology, and the economic climate, will be explored through readings, guest lectures, visits to business organizations, and group discussions.

STUDENT ELIGIBILITY

Due to the nature of this course, permission of the instructor will be required for students to register. All students must meet/exceed the eligibility requirements for UNH Study Abroad programs (listed in www.unh.edu/cie/faculty/faculty_led_trips.html).

COURSE GOAL

The goal of this course is to provide students with basic working knowledge of the unique managerial implications of conducting business activities in the Dominican Republic and a better understanding of the challenges faced by business professionals doing business in other countries.

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COURSE OBJECTIVES

Upon successful completion of this course, students will be able to do the following:

1. Enhance their basic understanding of the theoretical framework of international management practices.
2. Build practical management skills, which can be utilized to meet the demands of the contemporary global business environment.
3. Analyze and develop creative solutions to practical business situations in an international context.
4. Increase their cultural awareness of the Dominican Republic and the Caribbean and understand its impact on international business transactions.

COURSE MATERIALS

Pick **one** of the first four:

Gregory, Steven. The Devil Behind the Mirror: Globalization and Politics in the Dominican Republic. University of California Press. Berkeley, CA. 2007

Crandall, Russell. Gunboat Democracy: U.S. Interventions in the Dominican Republic, Grenada, and Panama. Rowman & Littlefield Publishers. Lanham, MD. 2006.

Mario Vargas Llosa. The Feast of the Goat. Translated from Spanish by Edith Grossman. New York: Farrar, Straus, and Giroux. 2001. 1st American edition.

Diederich, Bernard. Trujillo: The Death of the Dictator. Markus Werner Publisher. Princeton, NJ. 1999.

Other resources:

CIA - The World Factbook – Dominican Republic. (www.cia.gov/library/publications/the-world-factbook/geos/dr.html)

www.dominicanrepublic.com (official website of the DR government)

This course will utilize the UNH Canvas system, mycourses@unh.edu

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COURSE FORMAT

Students will participate in a 13-day visit to the Dominican Republic, one of the commercial hubs of the Caribbean. The course will include two pre-trip classes (3 hours each) in Durham in which the students will learn about the business culture of the country, as well as a brief introduction to its history and current demographic and economic environment. The pre-travel classes will be held in the fall (to make students aware of the travel requirements – such as passports, etc. – and to confirm the number of participants to finalize travel arrangements) and to provide the students with an academic background on the history, culture and business environment of the Dominican Republic prior to travelling there.

The group will travel together to Santo Domingo where 3-4 hours of each weekday (28 contact hours) are devoted to meeting with business owners and managers from a variety of industries who will discuss business practices. Upon return to Durham, during a final 3 hour class students will present their oral presentations of the term project. In addition, the instructor and students will assess the learning outcomes and conclude the experience.

In addition to the course tuition, students will pay a program fee of \$3,000 which includes roundtrip airfare from Boston to Santo Domingo, ground transportation in the Dominican Republic, hotel (2 students per room), breakfast every day plus additional meals. Students will be responsible for paying for any outside meals, any out-of-pocket expenses, and any miscellaneous expenses.

SPECIAL CONSIDERATIONS

The University is committed to providing students with documented disabilities equal access to all university programs and facilities. If you think you have a disability requiring accommodations, you must register with Disability Services for Students (DSS). Contact DSS at (603) 862-2607. If you have received Accommodation Letters for this course from DSS, please provide me with that information privately, in my office, so that we can review those accommodations.

EVALUATION

Discussion Paper: Each student will submit a written paper on **one** of the four books below, with an evaluation of the book's topic and its impact on the business environment in the Dominican Republic.

Gregory, Steven. The Devil Behind the Mirror: Globalization and Politics in the Dominican Republic. University of California Press. Berkeley, CA. 2007

Crandall, Russell. Gunboat Democracy: U.S. Interventions in the Dominican Republic, Grenada, and Panama. Rowman & Littlefield Publishers. Lanham, MD. 2006.

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Mario Vargas Llosa. *The Feast of the Goat*. Translated from Spanish by Edith Grossman. New York: Farrar, Straus, and Giroux. 2001. 1st American edition.

Diederich, Bernard. *Trujillo: The Death of the Dictator*. Markus Werner Publisher. Princeton, NJ. 1999.

The discussion paper (due December 31, 2022 and worth 20 points) can be emailed to the instructor.

Term Project: The term project is the development of a comprehensive external environmental analysis for marketing for a specific product or service in the Dominican Republic. The opportunities and threats in each of the external environments (demographic, economic, technological, physical/natural, political/legal, socio-cultural, competitive) will be analyzed in relation to the marketing of the specific product/service.

Students may work in small teams (2 or 3) or individually on this project. If teams, the grade will be shared equally by every member of the team.

The timeline and deliverables for the term project are:

- Dec. 2: Students submit (for instructor approval) the selected product/service for project.
- Jan 7-18: In-country research
- Jan. 27: In-class oral presentations (and submission of final written report)

The term project is worth 50 points: 30 points for the written report; and 20 points for the oral presentation.

Participation: Insightful and appropriate participation is paramount in a course such as this. While in the Dominican Republic, each student serves as a representative of the Paul College, the University of New Hampshire, and indeed the U.S. This requires the student to be prepared for the presentations by the Dominican speakers, be respectful and attentive, and engage in meaningful discussions with the presenters. Students are expected to at all times conduct themselves in ways that favorably reflect on themselves and the institutions they represent.

Grade Calculation:

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• Discussion paper	20 points
• Term project	
○ In-class presentation	20 points
○ Written marketing plan	30 points
• Participation	30 points
Total	100 points

Final grades will be calculated based on the following scale:

<u>Grade</u>	<u>Cutoff Percentage</u>	<u>Grade</u>	<u>Cutoff Percentage</u>
A	94% or higher	C	73% - 76.9%
A-	90% - 93.9%	C-	70% - 72.9%
B+	87% - 89.9%	D+	67% - 69.9%
B	83% - 86.9%	D	63% - 66.9%
B-	80% - 82.9%	D-	60% - 62.9%
C+	77% - 79.9%	F	Below 60%

Note: Final grades are not rounded up, thus a 93.9% is an A-.

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Background of the Instructor

Audrey Ashton-Savage has a B.A. in German and an M.B.A., both from the University of New Hampshire. She has had a variety of jobs in her career, all of which centered on marketing. She has served as Vice President for Strategic Initiatives at Spalding University in Louisville, Kentucky. In the late 90s Audrey was Dean of Graduate and Professional Programs at Emmanuel College in Boston. In the 1980s she worked at Nashua Corporation in New Hampshire as a Product Manager and New Product Development Manager. . Since 1991, Audrey has served on the Board of Directors of Lamprey Health Care, a community health center; served nine terms as President of the Board and is currently a member of the Executive, Governance and Finance Committees as the immediate Past President of the Board.

Audrey has travelled to the Dominican Republic numerous times over the last 25 years, spending significant time in Santo Domingo and visiting other areas of the country, including Puerto Plata, Jarabacoa, Palmar de Acoa, La Romana, Juan Dolio, San Francisco de Macoris and Higüey. She personally knows most of the guest speakers for this program, who will provide considerable insight into the business environment of the DR.

NOTE: This syllabus is subject to change based on the discretion of the instructor. It is your responsibility to stay informed about any changes, especially those that affect assignments and their content.

Date

Topic

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Nov. 4*	Overview of course and information necessary for travel
Dec. 2*	History and Culture of the DR Product/service selected for term project
Dec. 9*	Make-up class (if needed due to weather on Dec. 2nd)
Dec. 31	Discussion paper submitted via email to instructor
Jan. 7	Travel to Santo Domingo from Boston's Logan Airport Check into J.W. Marriott hotel Orientation meeting
Jan. 8 (11:00am)	Bus leaves hotel for guided tour of Santo Domingo
Jan 9-17	Speakers schedule to be announced
(9:00pm)	Farewell Dinner with many speakers present
Jan. 18	Return flights to Boston
Jan. 27* (Friday)	Final 3-hour class in Durham In-class oral presentations (and submission of final report) Evaluation and wrap-up

***These classes will be held in Durham in the Paul College, Room 370N from 10am to 1pm.**