

# Instructionally Related Activities Funds Request Spring 2019

## ▼ Submitter

**Submitter Name**

Ekin Pehlivan Yalcin

**Submitter Email**

ekin.pehlivan@csuci.edu

## ▼ 1. Basic Details

**Activity Title**

UNIV 392 - Germany Experience as part of MKT 410 - International Marketing Management

**Activity/Event Date**

Spring 2019

**Date Funding Needed By**

Spring 2019

**Previously Funded?**

- No  
 Yes

**Additional Proposers****Academic Program(s)/Center Name(s)**

CIA

**Estimated total Course Fee revenue**

N/A

**Amount Requested from IRA**

37875.50

## Estimated Number of Students Participating

15

## ▼ 2. Brief Activity Description

Describe the activity and its relationships to the educational objectives of the students' program or major

### Brief Activity Description

Two-week study abroad opportunity in Karlsruhe Germany.

The program includes instruction, company/field trips, governmental organization presentations and social/cultural activities. Students get to visit multiple European cities and spend a considerable amount of time with local students, while taking classes from distinguished European scholars from Germany, Norway and the UK, among others. From past student reflections, it is clear that this experience expands our students' horizons by helping them gain an international perspective through first hand experience.

## ▼ 3. Learning Outcomes and Relation of IRA to Course Offerings

All IRAs must be integrally related to the formal instructional offerings of the University and must be associated with scheduled credit courses.

1. Please list all classes that directly relate to the proposed activity.
2. For each class listed, describe in detail how exactly the IRA activity will be integrated with the class's activities, how often/ on what expected date(s), and to what extent

### Learning Outcomes and Relation of IRA to Course Offerings

1. MKT 410/UNIV 392

2) MKT 410 International Marketing incorporates 15 students, who will travel to Germany for a two week program at DHBW, as part of UNIV 392 short term study abroad. The main learning objective for International Marketing Management, as well as the program at DHBW, is to help students gain an international perspective on current events as they relate to international markets and trade. The experience culminates the semester long discussions on trade unions such as the European Union by affording the students this opportunity to experience the impact first hand. (Please see assessment info for more details on this.)

## ▼ 4. Activity Assessment

Describe the assessment process and measures that the program will use to determine if it has attained its educational goals.

**Please note that a report will be due at the end of the semester.**

### Description of Assessment Process

In the past iteration of this course the multilayered assessment of the international experience focused on trade unions and specifically how the European Union functions. Students are asked to do part of the assignment before the trip and the reflections afterwards.

(For more details see description below)

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Before the trip, students are asked to

- Listen to an Intelligence Squared debate and decide whether or not they agree with the statement proposed in the beginning of the debate. (The statement presented in the podcast is about the value of EU in contemporary political and economic life)
- Post response on the discussion forum.

- Review 5 randomly assigned posts.
- Leave only one of the assigned posts a critical response.

Upon completion of the trip the students are asked to leave one (of five) reflections they submit revisiting their initial statement in the discussion forum. This enables them to reflect on the same topic as this new person who now has some relevant experience. The experience includes visits to companies where the topic comes up. As well as visits with governmental agencies where the political implications are brought to discussion and understanding historic underpinnings of the Union helps all of us gain some new perspective. Some students affirm their initial choice regarding the debate, while others discover facets of the argument they had not considered before they had the chance to see it for themselves.

## ▼ 5. Activity Budget

Please enclose a complete detailed budget of the entire activity. Indicate specific items that you are requesting IRA to fund.

You should use either the Regular Activity budget (for events on campus) or -- if your event involves any travel-- you MUST use the IRA Travel Budget Form.

You can download both of the IRA Excel Budget sheets at <http://www.csuci.edu/ira/application.htm>.

### **Activity Budget**

[2019 IRAbudget-final.xlsx](#)

## ▼ 6. International Trips

If your event is an international trip submitted through the Center for International Affairs, you must include copies of:

1. Complete Center for International Affairs/ UNIV 392 proposal
2. The program budget as submitted to the Center for International Affairs (to ensure congruency between the two budgets)
3. as well as a copy of the course syllabus

### **Center for International Affairs Budget**

[2019 Budget.xlsx](#)

### **Copy of Center for International Affairs Proposal**

[UNIV 392 Course Proposal for International Marketing Management](#)  
[UNIVERSITY 392 International Experience Course Proposal for Spring](#)  
[2019 CSU Channel Islands.pdf](#)

### **Course Syllabus**

[2019 Spring Syllabus.pdf](#)

### **Certification**

- I certify that students attending this trip are not previous or repeat attendees of a prior International UNIV 392 Trip

## ▼ 7. Sources of Activity Support

Please list the other sources of funding (including course fees), and exact expected amounts of additional support for the activity. Please indicate if there are no other sources of funding

### Other Sources of Funding

No other sources of funding secured

## ▼ 8. Promoting Participation

### What is your intended audience and how do you intend to market this to your students?

This course is open to all CI students with a senior standing. While the course theme is marketing, the class discussions will not require prior knowledge of marketing. A primer will be provided for all enrollees in the first two weeks of the semester.

There will be a mass email sent out to students during the registration period.

### If this is an event that is off campus, how do you plan to bring back the benefit of this event to campus?

The student reflections and SparkPage presentations are contributing to a CIKeys website currently under construction. Upon completion this website will serve as a window into the impact of international experiences for the CI campus community. My hope is to be able to establish a body of stories, told by our students in their own ways, that speak to the impact of international travel on our development as global citizens. The students who are part of this trip will be able to make their marks on the content, as they wish and share their perspective.

## ▼ 9. Sustainability

If appropriate, indicate how the content or delivery of the project promotes sustainability at CI.

### Sustainability

## ▼ 10. Approval and Acknowledgement

### Program Chair/Director

Chen, Minder

### Dean

Andrzejewski, Susan

### Conditions and Considerations

**Artist/Performer/Speaker Fees & Honoraria:** On the Activity Budget, please indicate whether the vendor's price was set by you/CI Representative, or is a fee that was set by the vendor.

**Large Event:** For a large event, consultation with the campus Event Coordinator's office at (805)437-8548 is required.

**Field Trip:** Sponsor must comply with all policies found at:

<http://www.csuci.edu/rm/programs/academic-field-trip-guidelines-and-forms.htm>. If approved, Identified Risks of Participation and Release Agreement must be submitted for each student to the Program Office (Public Folders-HR Forms).

**Involves Human Subject Data Collection for Public Dissemination -Requires IRB Approval :** If Project Sponsor proposes to conduct research with human participants, the proposal may be subject to Institutional Review Board for the Protection of Human Subjects (IRB) review. All research that involves any type of interaction with human subjects - from simple surveys to complex biomedical procedures - must be reviewed and approved by the IRB prior to starting the research. Data for "Public Dissemination" indicates interviews/surveys that result in a journal/poster session/newsletter, etc.

- IT Requirements:** If your activity has IT requirements, coordination with and approval from IT Administration is required.
- International Travel:** Requires International Travel application be submitted to Center for International Affairs. Include copy of CIA budget and course syllabus in your IRA application. Must utilize the University's Foreign Travel Insurance Program (FTIP) and follow all International Travel Guidelines listed at: <http://www.csuci.edu/rm/insurance/foreign-travel.htm>
- Risk Management Consultation:** Events that involve or engage students directly with a performer or artist (i.e. in a workshop or other than as a passive audience member) will require consultation with Risk Management. Requires proof of correspondence with Risk Management.
- Space/Facilities Services Requirements:** Consultation and coordination with Facilities Services is required.

#### Acknowledgement

- I acknowledge that I have reviewed and accepted the Conditions and Considerations herein. Please check off boxes as appropriate.

#### ▼ Chair Review

##### Recommendation

- I recommend approval of the IRA Funds Request described on this page
- I DO NOT recommend approval of the IRA Funds Request described on this page

##### Comments

Dr. Ekin Pehlivan Yalcin's experience will help students gain in-depth international experience in international marketing and international business.

 Minder Chen

Sep 25 2018

#### ▼ Dean Review

##### Recommendation

- I recommend approval of the IRA Funds Request described on this page
- I DO NOT recommend approval of the IRA Funds Request described on this page

##### Comments

Dr. Pehlivan is an extraordinarily skilled educator who also has experience leading college students abroad (through her International Marketing course this past summer). In addition, courses of this nature give our students the opportunity to not only learn about international business, but to increase their cultural competence and enhance personal growth. Please do not hesitate to let me know if you have any questions about my support of this proposal.

 Susan Andrzejewski

Sep 27 2018