Overall Program Description and Summary

This course uses a consulting practicum to teach students how to develop segmentation personas and a consumer journey description and implement them into marketing communications strategy. Students will work with Allied Metals Thailand, a global player in the “luxury” hotel restaurant kitchen market.

Allied Metals was started by and is owned by GW alumna Prim Jitcharoongphorn and her family. As the restaurant market has changed in Thailand and Asia, market opportunities have shifted from a luxury emphasis to a fast changing “3 star” mentality where concept restaurants can come and go quickly. Allied Metals has developed a new line called Quina to meet this need and is looking for help in attracting international and local clients with their new brand where they can innovate the process of restaurant concept design in one of the top tourist destinations in the world. They need to know how to best target and meet customer needs. Quina wants to compete in a less custom and more pre-packaged market place with a consistent and affordable brand, so it needs to understand how to do this through an understanding of its consumer journey.

Topic areas include market research, buying processes, positioning, and communication strategy. Students will meet and have ongoing contact with our GW alum who is the Chairman of the Executive Board. Students will be hosted in Bangkok where they will present their projects to a team of judges and will participate in a panel discussion on global branding strategy. They will also get see Bangkok’s bustling hotel/restaurant business from the inside out.

The GW on-campus part of the course will begin with a lecture and presentation of the course project by Prim Jitcharoongphorn, who developed the idea for Quina. She is a GW alum and Chairman of the Executive Board of Allied Metals.

Students will also attend class lectures/discussions and coaching sessions prior to leaving for Thailand. Throughout the course, students will be able to ask questions and meet either in person or electronically with Prim.

In Thailand, students will meet other GW alums working at a marketing firm and the Swatch Group. They will also get to see a global luxury restaurant operation from the inside.

Throughout the course, students will learn about Thailand and its business and everyday culture through several lenses. The professor has been a visiting professor and has conducted consulting practicums in Bangkok over the course of her career. She will share her unique insights into conducting business in another culture and the importance of understanding nuances when interacting with the client. Additionally, students will have the unique opportunity of meeting successful GW alumni in Thailand.
Ultimately, the course provides the opportunity to learn about the institutional and hospitality marketing in Thailand/Asia. While in Thailand, students will visit diverse companies and venues and will meet and present to a team of judges. In general, they will have an insight into a new culture and its business practices. Thais are world leaders in the hospitality and luxury arenas.

In addition to the academic opportunities, students will visit Thailand and its rich culture. A lot of focus has been on Thailand lately due to the cave rescue, and this has generated renewed interest in visiting. Students will visit Ayutthaya, a UNESCO World Heritage Site, the famous Floating Markets, and The Bridge over the River Kwai. They will also get to see and experience Bangkok’s world class luxury hospitality industry, understand its strong “land of smiles” culture, and see historic temples. There are several days before and after classes when students are free to travel on their own throughout Thailand, Cambodia, or Vietnam.

Deliverables to the Client:

30---Minute Oral Presentation by each Team

15 Minute Q&A Session

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