

### Australia: Sample Itinerary

The first 7 days will be spent in Sydney. Seminars and presentations in Sydney will be given on the campus of the University of Technology Sydney (UTS). The next 4 days will be spent in Cairns. James Cook University (JCU) will be used as our academic base while in Cairns.

Students will frequently meet with business practitioners for on-site presentations on marketing, business management, strategy, etc. Activities will include visits to sporting events and facilities (e.g., Olympic Park), and off-shore islands (e.g., the Great Barrier Reef). The course syllabus is a general plan for the course; deviations announced to the class by the instructor may be necessary.

#### **Day 1** **Arrival and Orientation in Sydney**

11:00 – 11:30	Tour of accommodation
11:30 – 12:15	Lunch
12:30 – 1:00	Intro Lecture (Course objectives—academic, cultural)
1:00 – 2:00	Brief (Marco Serolio: Corporate Sales Mgr, Sydney Kings @ UTS)
2:00 – 4:00	Orientation Exercise (UTS to Circular Quay).
4:15 – 5:00	Debrief @ UTS <ul style="list-style-type: none"> <li>▪ What aspects of American culture and business are evident in Australia?</li> <li>▪ How is Australia different from America?</li> </ul>
6:00 – 7:00	Dinner
8:30 – 9:30	ONA

#### **Day 2** **Classes at UTS (Introduction to Australia and Sydney)**

9:00 – 10:00	Test
10:00 – 11:00	The Marketing Mix (4Ps) [David Waller: UTS]
11:15 – 12:30	How to and how not to market to OZ (Heather Crawford: UWS)
12:30 – 1:15	Lunch
1:30 – 2:30	Advertising in the South Pacific: Classic Examples [John Watson]
2:30 – 3:30	Marketing Strategy & Mkt Research [Stacy Wood]
3:30 – 4:3	Project Planning, MR & Questionnaire Design [Stacy Wood]
4:30 – 5:30	Sydney Tower & OZ-Trek tour
6:00 – 7:00	Dinner
8:30 – 9:30	ONA

#### **Day 3** **Sydney**

9:00 – 11:00	Free time: Church or Markets
11:00 – 1:15	Project: Marketing Research exercise (data collection)
1:15 – 2:00	Lunch
2:00 – 3:30	UTS Library (Projects)
3:30 – 4:00	Transit to Circular Quay
4:15 – 5:00	Ferry to Watson's Bay (Discuss marketing research findings)
5:00 – 7:05	Watson's Bay & Gap Bluff with Dinner (Fish)
7:05 – 7:35	Ferry to Circular Quay
8:00 – 10:00	Free

**Day 4****Sydney (UTS)**

9:00 – 10:00	Marketing Research Field Exercise Review (Stacy Wood)
10:00 – 11:30	Project: Marketing Research Summary Document completed
11:30 – 12:15	Lunch
12:20 – 1:20	Market Segmentation & Positioning [Stacy Wood]
1:30 – 3:00	Marketplace
4:00 – 5:00	Rabbitohs (John Richardson, Marketing Mgr / Rugby League Team) - Targeting gays & Russell Crowe's ownership - Erskenville Oval
5:30 – 6:30	Dinner
7:30 – 9:30	Swift vs. Force – Netball Match

**Day 5****Olympic Park (Sydney)**

9:15 – 10:15	Opera House Tour
11:00-12:00	Chris Keeble – Marketing Lecture
10:30 – 12:00	UTS Library: Projects (Wood lecture if required)
12:00 – 1:00	Lunch
1:30 – 2:30	Trish Crews (NRL Office / Women in Sports Administration) - Level 2, 215 Bent St, Moore Park
2:00 – 3:00	Stephen Brassel, Media & Comm Mgr Sydney Swans (AFL) - Community Program (Team Swans)
5:30 – 6:30	Dinner
6.30-8	ONA – Entertainment Quarter

**Day 6****Sydney**

8:00 – 8:30	Breakfast
9:30 – 12:00	Olympic Park (NSWIS, Tennis NSW)
12:00 – 1:00	Lunch
1:00 – 2:30	ANZ Stadium tour
2:30 – 3:30	Transport to Bondi Beach
3:30 – 4:30	Bondi Library: Project
4:30 – 5:00	Bus to Bondi Beach
5:00 – 6:00	Dinner: Icebergs Bar (Bondi)
6:30 – 7:30	Transport back to Sydney Central
7:30 – 10:00	Free time

**Day 7****Sydney - Cairns**

9:00 – 10:15	UTS Library Project Time
10:45 – 11:45	Ian Cameron: Tourism New South Wales (Targeting overseas markets)
11:45 – 12:30	Lunch
1:00 – 1:30	Ferry to Milsons Point
1:30 – 2:30	Bridge Walk (Sydney Harbour Bridge)
2:30 – 3:30	Free Time
4:15 – 5:00	Transport to Airport
5:00-5:30	Dinner @ Airport
5:30 – 4:10:15	Check-in & Flight to Cairns

**Day 8****Cairns**

9:00 – 10:00	NBL: Taipans (Brad Tassell, Sales & Marketing Mgr)
10:00 – 11:00	Transport to James Cook University
11:00 – 12:00	Dr Jamie Seymour (JCU): Great Barrier Reef (Ecology & Business)
12:15 – 1:00	Lunch (JCU)
1:00 – 1:30	Project preparation
1:30 – 3:00	Project presentations (to Stacy Wood)
3:00 – 5:00	AJ Hackett Bungee Tour (Nigel Hobbs, Director Sales & Marketing)
5:00 – 6:00	Transport back to Cairns
6:30 – 7:30	Dinner (Cairns)
8:00 – 10:00	Free Time / Project time if required

**Day 9****Cairns**

8:30 – 9:00	Taxi to Sky Line gondola
9:00 – 11:30	Aboriginal Park - spear throwing, boomerang, didjeridu, theatre
11:30 – 12:30	Gondola ride (with interpretive stops) to Kuranda
12:30 – 1:30	Lunch (crocodile pizza)
1:30 – 2:15	Koala Park
2:30 – 3:00	Art stalls and free time in Kuranda
3:00 – 4:00	Bus departs to Cairns
4:00 – 5:00	Projects: Cairns Library or Free time
5:30 – 6:30	Dinner
7:00 – 10:00	Free Time

**Day 10****Cairns**

7:00 – 7:30	Transport to wharf
8:00 – 5:00	Great Barrier Reef trip - Business lecture & Stacy Wood discussion - Snorkel
5:30 – 6:30	Dinner
8:25 – 11:30	Flight to Sydney

**Day 11****Cairns - Sydney**

10:00 – 12:00	Project Presentation Preparation
12:00 – 12:30	Lunch
1:00 – 3:00	Final Presentations (Sydney Kings)
3:00 – 5:00	Free time
6:00 – 7:00	Dinner
7:00 – 12:00	ONA

**Day 12****Final Day in Sydney**

8:30 – 9:30	Debrief
9:00 – 5:00	Departure Flights