“Exploring Franchise Opportunities in Vietnam”: Seminar, April 7-11

April 7: Course Introduction and Basics of Franchising

Morning Session:

I. Introductory Guest Speaker

II. Marketing Channels Overview

III. Vertical Marketing Systems Overview: Definition and Terminology

IV. Franchising as a Business Model

Evening Session:

I. History of Franchising; Statistics on Franchising

II. Advantages to the Franchise Method

III. How Franchising Impacts Economies and Societies

IV. Discussion Session: Topics Suggested by Students
Wednesday, April 8:  Legal Perspectives on Franchising

Morning Session:

I. Distinctions between Franchising, Licensing, Agency, and Distributorships

II. Other Legal Aspects of Franchising

III. Government Regulation of Franchising

III. Regulation in Vietnam (I need help on this one)

IV. Franchise Turnover and “Failure”

V. Case Discussion: Starbucks

Evening Session:

I. Franchisor (Sponsor) View of Franchising

II. How to Franchise a Business

III. Marketing a Franchise System

IV. Franchisee View of Franchising

V. Seeking Information on Franchises and Franchisors

VI. Evaluating a Franchise Offering: Dunkin Donuts
Thursday, April 9: Franchising and Service Businesses

Morning Session:

I. Parallel Growth in Franchising and Services
II. Characteristics of Service Businesses
III. Marketing Strategies for Service Businesses
IV. Franchising’s Solutions to Service Business Problems
V. Reading: Cross and Walker, 2000

Evening Session:

I. Service Blueprints: handout
II. Franchising Video (McDonald’s or Rubio’s)
III. Group Exercise: Service Blueprints
Friday, April 10: Relationship Marketing

Morning Session:
I. Timely and Important Topic
II. Definitions and Rationale
III. Key Accounts and Their Management
IV. Managing and Protecting Relationships
V. Relationship Life Cycles

Evening Session:
I. Video Case: Lands 'End Corporation
II. Reading: Turnbull and Wilson
III. Student Exercise on Relationships
Saturday, April 11: Current Topics in Franchising

Morning Session:

I. Global Expansion of Franchising

II. Franchising in Asia

III. Franchising in Vietnam

IV. Global Case Discussion: Aussie Dogs

V. Short Student Presentations

Evening Session:

I. New Locations

II. New Types of Businesses

III. New Types of Franchisees

IV. Changed System Structures

V. Miscellaneous Topics

VI. Internet Sources (websites and blogs) (handout)
Course Wrap Up and Concluding Comments