

NorthTec and Portland Community College Virtual Student Exchanges

Classes Participating:

1. NorthTec: NZDB501 Business Functions: Organisations in a New Zealand Context (17 students)
2. Portland Community College: BA 223: Principles of Marketing (24 students)

Contacts:

1. Peter Bruce-Iri – NorthTec
2. Greg Rapp – Portland Community College

Targeted Firms for Participation:

1. Ava Roateria – Beaverton, Oregon
2. Serenity Café – Whangherei, New Zealand

Time Frame

Week: October 26 - Nov 1

- Video welcome by both instructors to include an introduction of the project, and introduction of teams for virtual meetings.
- Classes will be divided into 6 teams. Each team to consist of 3 NorthTec students and 3 – 4 PCC students.
- Google Slides /PhotoVoice introduction folder set up for each team.

Week of November 2 - 8

1. Each PCC team will be responsible for setting up a Zoom meeting with their teammates in New Zealand. The expected activities for this meeting are:
 - a. Meet and Greet / welcome and introductions
 - b. US team members and NZ team members will provide a five-minute presentation on their home towns (Portland and Whangherei).
 - c. Additional Discussion Related to Project Focus:
 - i. Student observations about local coffee shops (trends, consumer behaviour)
 - ii. Major competitors in the coffee shop market

Week of November 9 - 15

1. Zoom meeting with owners from Ava Roasteria (US) and Serenity Café (NZ).
 - a. All students encouraged to attend. This session will be recorded for those students that can't attend designated time.
 - b. Business owners to provide a 15-minute presentation on their business. Time focused on the marketing environment (competition, economy, demographics, etc) and the marketing mix of each business (product, branding, promotion, pricing).
 - c. Opportunity for students to ask questions.
2. Teams meet to plan research for environmental scan and marketing mix. (competitors, economy, sociocultural, etc) for either Portland or Whangherei markets.

Week of November 16 – 22

1. Teams meet via Zoom to present marketing situational analysis for their market. This will include direct and indirect competitors, micro and macro factors affecting marketing environment.
2. Present current marketing mix strategy for each firm and recommendations for changes to the mix.
3. Presentations attended by instructors or recorded for their viewing.

Week of November 23 – 29.

1. Post project survey for students via Qualtrics.