SCHEDULE AND ACTIVITIES (SUBJECT TO CHANGE)

Day 1: Overview of the Chilean Market
- Introductions
- Profile of consumer groups
- Exercise: What are Chileans like?
- Economic and retail profile

Day 2: Case Studies in Successful Adaptation for Diverse Markets
- Sodimac/Home Depot
  - Case introduction
  - Consumer behavior of the lower classes
  - Exercise: Apply Sodimac strategy to the US market
  - Sodimac video
- Concha Y Toro
  - Read case before class
  - Discuss in small groups
  - Class discussion of case

Day 3: Understanding Local Perspectives
- Distribution Channels – Street Vendors
  - Typology and network of street vendors
  - Exercise: How can Coca Cola use the street vendor network?
  - Discussion of Coca Cola Case
- Chilean Visitors
  - Exercise – How do you think Chile is?
  - What Chileans think Chile is
  - Exercise – create an ad to promote Chile as a destination

The class will include audio-visual material and in-class activities such as discussion in small groups.