GLOBAL MARKETING

UK, EUROPE, SOUTH AFRICA, DUBAI, THAILAND, CHINA

STUDY ABROAD SPRING 2018

COUNTRIES TO BE VISITED: England (London, Oxford), Poland (Krakow), Austria (Vienna, Salzburg), Germany (Munich), Switzerland (Bernese Alps), Italy (Rome, Vatican, Florence), UAE (Dubai), South Africa (Johannesburg), Thailand (Bangkok), China (Beijing).

You will literally fly around the world in this amazing program, designed to give students an understanding of the unique challenges, cultural sensitivities, and economic realities of conducting global business, particularly marketing, in far-flung reaches of the world.

Students will learn about global business “on-the-ground” through business visits to companies that may include: Mini Cooper, BMW, Nestle, PepsiCo, Yum! Brands (KFC) in Thailand, General Mills in Dubai, the NBA in China, and Barclays Bank (London).

Students will also experience the cultural heritage that shapes consumers’ lives across the globe. Such visits may include: An African Safari, China’s Great Wall, the Forbidden City, and Temple of Heaven, Thailand’s Royal Palace (from The King and I) and floating markets, Burj Khalifia, the world’s tallest building, Swiss Alps, Neuschwanstein Castle, Auschwitz and Schindler’s Factory, the Tower of London, Big Ben, Oxford University, and Westminster Abby.

DATES
Tentatively May 23 – June 24

COURSES
Students will receive 6.0 credit hours (3.0 credits each) for the following:
Bus M 431 International Marketing
Bus M 430 Introduction to International Business

This program will fulfill course and international experience requirements for the Global Management Certificate offered by the Marriott School.

COST
$9,995 - 10,495 (includes airfare, housing, excursions, some meals, visa application fees, and international health insurance)

Cost also includes LDS, undergraduate full tuition (increased cost for graduate and non-LDS students)

Not included in cost: Personal expenses such as non-covered meals, souvenirs, public transportation, museums, theatres, and other attractions that are not part of the program.
HOUSING
Students stay in hotels or hostels. All housing and travel will be arranged by the program.

PREPARATION
Accepted students are required to participate in an international, cross-cultural preparation course (IAS 201R, 1.0 credit hour). This evening class will be held one evening (2 hours) a week during the second block of winter semester 2018.

Part-time BYU students and non-BYU students will need to pay an additional tuition fee of approximately $286.

FUNDING SOURCES
Regular BYU tuition scholarships, Pell Grants, and Federal Insured Student Loans may be applied to Study Abroad programs.

Students who submit the financial aid section of the ISP application, and who have a current FAFSA form on file at the Financial Aid Office (A-41 ASB), will be considered for a Study Abroad scholarship.

Academic departments and colleges may assist with scholarships and grants. Private grants and scholarships outside of BYU may also assist (see kennedy.byu.edu/ispscholarships/).

APPLICATION PROCESS
Complete the online application at kennedy.byu.edu/apply. A non-refundable $35 application fee is required. Applicants will be interviewed once the application is complete and will be notified via e-mail of their acceptance into the program. Please refer to the 2018 Payment Information document for payment schedule (see kennedy.byu.edu/isp-forms/ISPpaymentInformation2018.pdf)

Space is limited and will fill fast. Priority will be given to those who apply early; interested students should apply early.

First Deadline: 17 December 2017
Second Deadline (only if necessary): 18 February 2018

FACULTY
Ryan Elder, associate professor of Marketing in the Marriott School, will be the director. Professor Elder has taught MBA and undergraduate courses in Advertising and Promotion, Marketing Management, and a Pre-PhD seminar in Consumer Psychology. Dr. Elder researches how sensory experiences affect consumers’ cognitions and behaviors within advertising. His research has been featured on Good Morning America, The Today Show, CBS This Morning, BBC World News, TIME Magazine, The Tonight Show with Jimmy Fallon, and others.

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Mike Neuffer, Marriott School Director of Marketing Career Development and Employer Relations, will be the assistant director. Mike spent 20 years at Hewlett Packard Company (HP) where he held positions in product marketing, marketing communications, out-bound marketing and technical marketing. He has been part of multiple growth businesses at HP for which he successfully launched new products. Mike is well recognized for collaboration and team-building skills. He has a BA in Economics from Brigham Young University and an MBA from Thunderbird School of Global Management.

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SCHEDULE AND TIME COMMITMENT
Students should refrain from arriving late or departing early.

INTERESTED STUDENTS SHOULD CONTACT
International Study Programs
(801) 422-3686
isp@byu.edu
kennedy.byu.edu/isp

PROGRAM ADJUSTMENTS
ISP reserves the right to cancel this program, revise its offerings, or make any adjustments to the preliminary cost estimates due to conditions beyond its control.