GLOBAL MARKETING
UK, EUROPE, SOUTH AFRICA, DUBAI, THAILAND, CHINA
STUDY ABROAD SPRING 2019

COUNTRIES TO BE VISITED: England (London), France (Paris), Germany (Berlin, Munich), Czech Republic (Prague), Switzerland (Bernese Alps), Italy (Rome), UAE (Dubai, Abu Dhabi), South Africa (Johannesburg, Capetown), 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: BMW, Yum! Brands (KFC) in Thailand, General Mills in Dubai, the NBA in China, McCann in Johannesburg, and Nielsen in Germany.

Students will also experience the cultural heritage that shapes consumers’ lives across the globe. Examples include visits to the Tower of London, Big Ben, the Eiffel Tower, Notre-Dame, the Louvre, Versailles, an African Safari, the Berlin Wall, Neuschwanstein Castle, Old Town Square and the Charles Bridge in Prague, the Swiss Alps, St. Peters Basilica, the Sistine Chapel, the Coliseum, Burj Khalifia (the world’s tallest building), Sheik Zayad Grand Mosque, Robben Island, Thailand’s Royal Palace (from The King and I) and floating markets, China’s Forbidden City, Temple of Heaven, and the Great Wall. On the Global Marketing Trip, you can visit 9 of TripAdvisor’s top 20 global landmarks of 2018.

DATES
Tentatively 13 May – 15 June 2019

COURSES
Students will receive 6.0 credit hours (3.0 credits each) for two of three of the following:
MSB 430 – Introduction to International Business
MKTG 431 – International Marketing
MSB 493 R—Special Topics in Global Marketing

This program will fulfill course and international experience requirements for the Global Management Certificate offered by the Marriott School.
COST
$11,000-13,000 (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 on Thursdays 5:00–7:00 pm during the second block of winter semester 2019.
Part-time BYU students and non-BYU students will need to pay an additional tuition fee of approximately $294.

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

APPLICATION PROCESS
Go to kennedy.byu.edu/global-marketingbusiness/ and complete the online application (also available 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 2019 Payment Information document for payment schedule (see kennedy.byu.edu/isp-forms/ISPpayments2019.pdf)
Space is limited and will fill fast. Priority will be given to those who apply early.
First Deadline: 19 December 2018
Second Deadline (only if necessary): 18 February 2019

FACULTY
Darron Billeter, associate professor of Marketing in the Marriott School, will be the director. Professor Billeter has taught the EMBA Advanced Marketing class and undergraduate courses in Consumer Behavior, Marketing Management, and a Pre-PhD seminar in Consumer Psychology. Dr. Billeter researches how consumers make decisions and how firms influence consumer decision making.

688 TNRB
(412) 651-4551
darron@byu.edu

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.