

# GLOBAL MARKETING

LONDON, PARIS, ROME, SWISS ALPS,  
PRAGUE, DUBAI, THAILAND, TAIWAN, AUSTRALIA,  
NEW ZEALAND

STUDY ABROAD SPRING 2023



**DESTINATIONS:** England (London), France (Paris), Czech Republic (Prague), Switzerland (Zurich/Alps), Italy (Rome), UAE (Dubai, Abu Dhabi), Thailand (Bangkok), Taiwan (Taipei), Australia (Sydney), New Zealand (Auckland)

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). Students will learn about global business “on-the-ground” through business visits to companies that may include: Barclays in London, Dow in Switzerland, Amazon in Taiwan, Microsoft in Paris, Yum! Brands (KFC) in Thailand, General Mills in Dubai, Qualtrics in Australia, and Fisher & Paykell in New Zealand.

Students will also experience the cultural heritage that shapes consumers’ lives across the globe. Examples include the Tower of London, Big Ben, the Eiffel Tower, Notre Dame, the Louvre, Versailles, Old Town Square and the Charles Bridge in Prague, the Swiss Alps, St. Peters Basilica, the Sistine Chapel, the Colosseum, the Burj Khalifa (the world’s tallest building), Sheikh Zayed Grand Mosque, Thailand’s Royal Palace (from *The King and I*) and floating markets, Australia’s Sydney Harbor, and the Whakarewarewa Village / Maori Experience in New Zealand. ***On the Global Marketing Trip, you can visit 9 of TripAdvisor’s 2018 top 20 global landmarks.***

## DATES

7 May –11 June 2023 (approx.)

## COURSES

Students will receive 6.0 credit hours (3.0 credits each) for the following:

MKTG 416— International Marketing

MSB 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**

\$15,700–16,300

Includes **airfare**, housing, excursions, some meals, visa application fees, and international health insurance. Cost also includes Latter-day Saint, undergraduate full tuition (increased cost for graduate and Non-Latter-day Saint students).

Does not include 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.

### **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/scholarships/](http://kennedy.byu.edu/scholarships/)).

### **TRAVEL**

Flights which are covered by the program cost will be arranged by the program directors through a BYU Travel agent. Students may not purchase their own flights.

### **PREPARATION**

Accepted students are required to participate in an international, cross-cultural preparation course (IAS 201R, 1.0 credit hour) during the second block of winter semester 2023. Part-time BYU students and non-BYU students pay an additional tuition fee of approximately \$304. Students must meet all country- and program- specific COVID and health requirements for travel.

### **APPLICATION PROCESS**

Complete the online application at [kennedy.byu.edu/isp-apply](http://kennedy.byu.edu/isp-apply). The application requires a \$35 fee.

Applicants will be interviewed once the application is complete. Students will be notified via e-mail of their acceptance to the program. The first payment is due upon acceptance.

**Application Deadline: 28 December 2022**

**Space is limited and will fill fast.**

### **FACULTY**

**Mike Bond**, Associate Professor of Marketing in the Marriott School, will be the director. Professor Bond is an award-winning professor who teaches MBA Brand and Advance Brand Management Strategy classes, the Executive MBA and undergrad Entrepreneurial Marketing class, and the Undergraduate Marketing Strategy capstone class. Mike is also the Associate Director the BYU Marriott MBA Program. Prior to teaching at BYU, he worked eleven years in the Consumer Package Goods industry within the Brand Management ranks.

668 TNRB  
(801) 422-7882  
[bond@byu.edu](mailto:bond@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](mailto:isp@byu.edu) | [kennedy.byu.edu/isp](http://kennedy.byu.edu/isp)

### **PROGRAM ADJUSTMENTS**

International Study Programs (ISP) reserves the right to cancel this program, revise its offerings, or make any adjustments to the preliminary cost. If it becomes necessary for ISP to cancel a program, all program payments made to BYU ISP will be refunded to the student's BYU financial account. ISP is the only office authorized to cancel any of its programs.