GLOBAL MARKETING
LONDON, PARIS, ROME, NORWAY, SWEDEN, DUBAI, THAILAND, TAIWAN, AUSTRALIA, NEW ZEALAND
STUDY ABROAD SPRING 2024

DESTINATIONS: England (London), France (Paris), Norway (Bergen, Oslo), Sweden (Stockholm), 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, Cargill in Norway, 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, Norwegian Fjords, St. Peters Basilica, the Sistine Chapel, the Colosseum, the Burj Khalifa (the world’s tallest building), Sheik Zayad 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 8 of TripAdvisor’s 2018 top 20 global landmarks.

DATES
19 May – 21 June 2024 (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
$16,000–16,400

Includes ALL 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/).

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.

BYU Travel
280 HRCB | (801) 422-6293 | travel@byu.edu

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 2024. 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. 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: 1 December 2023
Space is limited and will fill fast.

FACULTY
Ryan Elder (rselder@byu.edu), Department Chair, Marketing and Global Supply Chain, Distinguished Faculty Fellow and Professor of Marketing at the Marriott School of Business at Brigham Young University. Dr. Elder researches how sensory experiences affect consumers’ cognitions and behaviors, as well as how visual cues affect persuasion. He has worked with the world’s largest food and beverage companies, as well as many top advertisers and top advertising agencies.

Matt Madden (matt.madden@byu.edu), Associate Teaching Professor of Marketing. Matt has worked in in marketing and insights consulting for over 15 years, specializing in brand positioning, new product development, messaging, segmentation & targeting, marketing effectiveness, and CX. He has led global marketing science teams in a client-facing role, driving analytics methodology for many Fortune 500 clients across Technology, Financial Services, Retail, Travel, Entertainment, and more.

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
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.