

GLOBAL MARKETING

UK, EUROPE, DUBAI, THAILAND,
TAIWAN, CAMBODIA, AUSTRALIA,
NEW ZEALAND

STUDY ABROAD SPRING 2022

KENNEDY CENTER
INTERNATIONAL STUDY PROGRAMS

WHITMORE GLOBAL
BUSINESS CENTER
BYU MARRIOTT



DESTINATIONS: England (London), France (Paris), Czech Republic (Prague), Switzerland (Zurich/Alps), Italy (Rome), UAE (Dubai, Abu Dhabi), Thailand (Bangkok), Taiwan (Taipei), Cambodia (Siem Reip/Angkor Wat), 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), Sheik Zayad Grand Mosque, Thailand’s Royal Palace (from *The King and I*) and floating markets, Cambodia’s Angkor Wat, Australia’s Sydney Harbor, and the Whakarewarewa Village / Maori Experience in New Zealand. **On the Global Marketing Trip, you can visit 10 of TripAdvisor’s 2018 top 20 global landmarks.**

DATES

Tentatively May 3 – June 7, 2022

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

\$14,300 – 15,800

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).

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

Students must be 18 years of age or older. 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 Tuesday evenings from 5-to-7pm during the second block of winter semester 2022. Part-time BYU students and non-BYU students will need to pay an additional tuition fee of approximately \$304.

All participants are required to show proof of complete COVID-19 vaccination by the time the program Prep class begins.

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/).

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 2022 Payment Information document for payment schedule (see <https://kennedy.byu.edu/isp-forms/ISPpayments2022.pdf>). **Space is limited and will fill fast.**

Application Deadline: 28 December 2021

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

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.