GLOBAL MARKETING

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

STUDY ABROAD SPRING 2020

DESTINATIONS: England (London), France (Paris), Czech Republic (Prague), Switzerland (Zurich/Alps), Italy (Rome), UAE (Dubai, Abu Dhabi), Thailand (Bangkok), Taiwan (Taipei), China (Beijing), 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, Yum! Brands (KFC) in Thailand, General Mills in Dubai, Google in China, 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, Burj Khalifa (the world’s tallest building), Sheik Zayed Grand Mosque, Thailand’s Royal Palace (from The King and I) and floating markets, China’s Forbidden City, the Great Wall, 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 12 – June 16

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
$13,000 – 14,500 (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
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 Wednesday evening from 5-to-7pm during the second block of winter semester 2020.
Part-time BYU students and non-BYU students will need to pay an additional tuition fee of approximately $304.

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 2020 Payment Information document for payment schedule (see https://kennedy.byu.edu/isp-forms/ISPpayments2020.pdf)

Space is limited and will fill fast.

Application Deadline: 15 February 2020

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 Entrepreneurial Marketing class, and the Undergraduate Marketing Strategy capstone class. Prior to teaching at BYU, he worked eleven years in the Consumer Package Goods industry within the Brand Management ranks.

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(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
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.