

Best Places to Study Abroad for **MARKETING**



Study Abroad Can Help You...

- Impress employers in a competitive job market.
- Take business courses taught in English while staying on track toward graduation.
- Get valuable internship experience when studying in Australia or Mexico.
- Broaden your academic and personal horizons.

You Can Afford to Study Abroad!

- You pay UNCG tuition and fees, and exchange places with a student from another country.
- Financial aid applies to all semester and year-long study abroad programs.
- Each student gets a travel grant to help cover the cost of transportation.
- Additional scholarships are available.

Imagine taking classes in France, Australia, Finland or Turkey. This can become a reality for you! This brochure gives you a taste of the many options students majoring in Marketing can choose from for their international adventures. Read what a study abroad alumna had to say about her experiences and start planning for your journey today!



Marketing major Danielle Higgins just returned from studying abroad at Seinan Gakuin University in Fukuoka, Japan.

Types of Classes You Could take:

- Common Body of Knowledge (ECO 300, FIN 315, MGT 301, 309, 312 or 491, MKT 320, SCM 302)
- Marketing Concentration (MKT 422, 424, 426 and your MKT electives)
- Foreign Language (met with one language class in a non-English-speaking country)
- General Education (GLT, GPR, GHP, GFA, GN)

Study abroad credit is transfer credit and does not impact your GPA. You must earn the equivalent of a C abroad to transfer credit.

Where You Could Study Marketing Abroad

Aarhus, Denmark

Belfast, N. Ireland

Glasgow, UK

Hong Kong, China

Istanbul, Turkey

Lyon, France

Mannheim, Germany

Melbourne, Australia

Monterrey, Mexico

Oulu, Finland

Plymouth, UK

Seoul, S. Korea

Sydney, Australia

...and other locations





Marketing major Audrey Lisk studied abroad in Castellanza, Italy. She is pictured here at the Leaning Tower of Pisa. No, this is not photo shopped.

Set Goals & Plan Ahead

Most Bryan students can study abroad at any time during their four years, but some programs have stricter eligibility requirements than others. Studying abroad with UNCG is a detailed process.

- It is never too early to begin planning; start at least one year before you go.
- Set some goals. There are many excellent study abroad programs and the best one will match your objectives.
- Prepare academically. You may need to take a language for your program.
- All Marketing majors should have completed MKT 320 before embarking on major-specific study abroad.
- Give yourself time to research, talk to advisors and the Bryan School Study Abroad Peer Ambassadors.

Your Next Steps...

(1) Investigate the Websites

Learn about your options by browsing our study abroad websites at www.uncg.edu/bae/studyabroad or <http://studyabroad.uncg.edu>.

(2) Research Possible Programs

- Visit the websites of universities you are interested in (links are on our website) and list classes you may want to take.
- Use the study abroad materials at the resource library in 207 Foust.

(3) Meet With the SA Advisor

Sign up for an "Options Meeting" with Heidi Fischer, advisor for all Bryan students who study abroad. Call (336) 334-5928 to schedule an appointment today.

A Marketing Major's Story

My name is Anna Church and I studied at Deakin University in Melbourne, Australia. I always knew I wanted to study abroad and when I looked into my options, I knew Australia was the place! The city I lived in, the places I visited, and the people I met were ten times as amazing as I thought they'd be! Here are a few thoughts about my experience "down under."

Accommodations

I stayed in Burwood Student Village at Deakin. It was right next to campus, so it was very convenient, much like our dorms here. We each had our own rooms and community bathrooms and two of every kitchen appliance downstairs. There was no meal plan, so I went with friends down the street to do my grocery shopping each week. I loved getting to know every person I lived with and enjoyed our meals together.

Classes

I was ready to adapt to the different teaching style when I got there, but it really wasn't that hard! Each class you sign up for meets twice each week. One is a lecture, the other a tutorial. Some classes may have homework, but your grade depends on the assignments. Each of my classes had about 2-3 assignments throughout the entire semester, and one exam at the end. If you keep up with your work and study, you'll do great!

Traveling

Transportation in Melbourne was never a problem. At orientation, they gave us brochures on how to get a concession card for transportation in the state of Victoria. It gives you great discounts and lower prices for buses, trams, and trains. I saved a lot of money using the concession card! I



Marketing major Anna Church studied at Deakin University in Melbourne, Australia, where students can do an internship for academic credit. Here she is at the Sydney Opera House.

also flew Jetstar, a low-cost airline, a lot with my friends to go traveling. It was only \$70 for a flight to Sydney!

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