

Advising Guide for Study Abroad in MARKETING

PLANNING TIPS



Look into your options early

KU students can study abroad as early as the second semester of their first year. The KU Study Abroad Fair held in early September is a great place to begin your program search.



Semester Study

As a Marketing major, your best semester option is to study abroad during the first semester of your junior year.



Make a Graduation Plan

Talk to your academic advisor about how to include study abroad within your curriculum.



Summer Options

Summer is a great time to take business, general education, or elective courses abroad. You can also participate in an international summer internship program.

DEGREE REQUIREMENTS

KU Core Requirements

- GE 11 Critical Thinking (BLAW 301)
- GE 12 Quantitative Literacy (MATH 115)
- GE 21 Written Communication (ENGL 101)
- GE 21 Written Communication
- GE 22 Oral Communication (COMS 322)
- GE 3H Arts and Humanities
- GE 3S Social Sciences (PSYC 104)
- GE 3N Natural Science with Lab
- AE 41 Diversity of Human Experience
- AE 42 Global Perspectives
- AE 5 Social Responsibility and Ethics
- AE 6 Integration and Creativity (MGMT 498)

Business Foundation and Core Courses

- ACCT 200
- ACCT 201
- DSCI 202
- IST 202
- ECON 142
- ECON 144
- MKTG 310
- SCM 310
- FIN 310
- MGMT 310
- BLAW 301 (GE 11)
- BE 301
- DSCI 302
- BUS 305

Freshman Admission

- BUS 110
- BUS 120
- BUS 210

MKTG Major Courses

- MKTG 411: Introduction to Consumer Behavior
- MKTG 415: Marketing Research for Managers
- MKTG 435: Marketing Strategy
- MKTG 400+
- MKTG 400+
- MKTG 400+
- MKTG 400+
- MGMT 498: Capstone

International Dimension Requirement (IDR)

- Option One: Foreign Language Proficiency
- Option Two: International Studies (6 Hours)
 - A: Study Abroad OR
 - B: Contemporary regional/
international studies/international
business

RECOMMENDED PROGRAM OPTIONS

Below you will find a list of possible program options for your major that have been reviewed and approved by the Marketing department. This is not an all-inclusive list, but rather a starting point for you to begin your study abroad search. Visit the links to learn more about course availability.

Programs offering

APPROVED COURSEWORK

BUSINESS INDIA - MARKETING IN THE GLOBAL ENVIRONMENT

Faculty-Led Program in India

Visit industry sites important to the region and meet with upper-level executives of Indian firms. Cultural activities include a visit to Humayun's Tomb, the Lotus Temple, Lhodi Gardens, a cashew farm, a spice market, the Red Fort, and heritage sites around Goa; a day trip to the Taj Mahal and surrounding areas; a dhow boat cruise, daily yoga instruction, and more. Meet students and faculty from the Goa Institute of Management.

Eligibility: The program is open to students admitted to the KU School of Business or Engineering in good standing (JR, SR and GR).

Offered: Winter Break

CIMBA

Paderno del Grappa, Italy

CIMBA is an internationally-recognized academic institute that trains future professional leaders. Through the University of Iowa Tippie College of Business (AACSB accredited), CIMBA offers semester, summer, and graduate study abroad opportunities with rigorous, high quality, professional courses taught in English. Accounting courses are offered.

Eligibility: Open to KU students with sophomore standing by the beginning of the program that have a minimum of 2.5 cumulative GPA. There is no language requirement.

Terms Offered: Fall, Spring and Summer

KOREA UNIVERSITY

Seoul, South Korea

Korea University is one of the best universities in South Korea with a wide range of classes available in English. This is a great summer option for taking major and general education courses.

Eligibility: Completion of one semester at KU and a GPA of 2.5 or higher. There is no language requirement.

Terms Offered: Fall, Spring and Summer

MASSEY UNIVERSITY

Palmerston North, New Zealand

Massey University is New Zealand's defining university, with three major campuses in Auckland, Palmerston North and Wellington. Massey is characterized by the applied nature of its teaching and research programs and by its special expertise in the fields of Sciences, Food Technology, Creative Arts, Social Sciences, Education and Business.

Eligibility: Completion of at least two semesters of college coursework and at least a 2.75 overall GPA.

Terms Offered: Fall and Spring

RICHMOND UNIVERSITY

London, England

Richmond offers undergraduate programs in business, communications and social sciences and was founded in 1972. In addition to their degree programs, Richmond offers study abroad options for the summer, semester and academic year.

Eligibility: Open to university-level students who have a minimum 2.5 cumulative GPA.

Terms Offered: Fall, Spring and Summer

UNIVERSITY COLLEGE DUBLIN

Dublin, Ireland

Since its foundation in 1854, the University has flourished and made a unique and substantial contribution to the creation of modern Ireland, based on successful engagement with Irish society on every level and across every sphere of activity.

Eligibility: Open to KU students who have achieved sophomore status by the beginning of the program and who have a minimum cumulative GPA of 3.0.

Terms Offered: Fall and Spring

UNIVERSIDAD DE COSTA RICA

San Jose, Costa Rica

The University of Kansas Grupo de Kansas program in San Jose, Costa Rica offers students the opportunity to directly enroll in classes at the Universidad de Costa Rica (UCR). Students will prepare themselves for the semester at UCR by participating in the on-site orientation that provides a well-structured introduction to the country and its culture and history. An Early Start Program prior to the on-site orientation helps students improve their language skills.

Eligibility: Applicants must have a minimum 3.0 GPA and at least 4 semesters of college-level Spanish (or the equivalent).

Terms Offered: Fall, Spring and Academic Year

LOOKING FOR MORE OPTIONS? VISIT OUR [WEBSITE](#).

PROGRAMS OPTIONS CONT.

UNIVERSITY OF HONG KONG

Hong Kong

Students are fully integrated into the University of Hong Kong and take classes with locals. Students have the option of taking beginner to advanced Mandarin and Cantonese courses.

Eligibility: Open to KU students with sophomore standing by the beginning of the program who have a minimum 3.0 cumulative GPA. There is no language requirement.

Terms Offered: Fall and Spring

UNIVERSITY OF STIRLING

Stirling, Scotland

Stirling, the gateway to the Highlands, is an ancient fortress town dominated by its famous castle and ancient residence of Scotland's kings. Earn credit from a range of options, including marketing, photography, history and psychology.

Eligibility: University students with a GPA of 3.0 or higher.

Terms Offered: Fall, Spring and Summer

UNIVERSITY OF WOLLONGONG

Wollongong, Australia

The university was founded in 1951 and today has an enrollment of 20,000 students. The international population includes students from more than 70 countries. Wollongong is about 50 miles south of Sydney.

Eligibility: Applicants must be at least a second semester sophomore by the beginning of the program, and have a cumulative GPA of 2.7.

Terms Offered: Fall and Spring

UNIVERSIDAD PONTIFICIA COMILLAS

Madrid, Spain

KU and Universidad Pontificia Comillas have exchanges through several schools, and students from a wide array of majors will find classes that will fit their needs. Students will directly enroll at Comillas and be able to take courses in both Spanish and English. There are also a wide variety of housing options and the opportunity to take a Spanish class during the semester.

Eligibility: Students wishing to take classes in Spanish should have completed at least four semesters of college-level Spanish (SPAN 216) or the equivalent. Minimum GPA: 2.75.

Terms Offered: Fall and Spring

WU VIENNA UNIVERSITY OF ECON. AND BUSINESS

Vienna, Austria

Located in the largest city and capital of Austria, Vienna University of Economics and Business (WU) is amid the hustle and bustle of its urban environment. The university, focusing on business and economics, is the largest in Europe in terms of student body. It has been ranked as one of the best business schools in all of Europe.

Eligibility: : Open to KU students with sophomore standing by the beginning of the program who have a minimum 3.0 cumulative GPA. There is no language requirement; the language of instruction is English.

Terms Offered: Fall, Spring and Summer

Programs offering

INTERSHIP EXPERIENCE

Internship placements and duties vary based on location and also student interest. Internship opportunities are a great way for business majors to develop personal, professional, and intercultural competencies; you will gain insight into the working culture of your host country, apply classroom knowledge to real-life scenarios, and build your resume. The following is an example of a past Business internship placement:

Venture Business Research's Clean Energy pipeline division is a leading global source of subscription-based data, research, and business intelligence on venture capital and private equity funds and their investments, M&A and the public capital markets in the Clean Technologies & Renewable Energy sector. Clean Energy pipeline has been active in the sector since 2005 and employs 30 analysts and journalists in various locations worldwide.

Locations:

Sydney, Australia
Shanghai, China
London, England
Dublin, Ireland
Madrid, Spain
Prague, Czech Republic

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