



Advising Hours
MONDAY – FRIDAY
9 AM – 4 PM

**Office of International
Programs**
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<http://www.utsa.edu/intprograms/studyabroad.cfm>

STUDY ABROAD OPPORTUNITIES IN MARKETING

BENEFITS OF STUDY ABROAD

- Expand your cross-cultural communication and problem-solving skills
- Learn international perspectives in marketing
- Prepare you to work in an increasingly diverse and international workplace
- Globalize your world view
- Improve your language skills

Study abroad is an exciting way to discover new approaches to the study of marketing and build your professional skills. You can study in your major, pick up a second language, complete research on a special topic of your choice related to marketing, do an internship while overseas, or find one program with a combination of these components. Spend a mini-mester, the summer, a semester or an academic year abroad to enhance your cross-cultural skills, language ability, or professional experience.

STEPS TO STUDY ABROAD

Attend an Information Session or Consult the Web. Information sessions are held regularly. You may attend a brief, one-hour session or consult the website listed below to learn more about study abroad.

Research, Research, Research Investigate potential study abroad locations based on your interest and personal goals for an international experience. Do you want to improve your second language skills? Are you looking for a guided experience or are you more independent? Do you want to be with lots of other students from the U.S. or would you like to be “one of the crowd” with host country students?

Requirements UTSA requires a cumulative GPA of 2.5 or above. You should generally have at least 30 credit hours at the time of application. Check language requirements for non-English speaking countries.

Consult the Study Abroad Library. Check out the resources at the Office of International Programs (MB 1.210) for more information on program details, costs, and other information.

Consult your Advisor. Speak with your academic advisor to determine whether credits from your desired program will transfer back to UTSA. You will need to gather descriptions of courses in which you are interested in taking while abroad and meet with your advisor. He/she will help you determine if you will be able to receive credit for the experience.

Apply! Complete the necessary application(s) for UTSA and your chosen program. You must submit your documents and pay required fees by the established deadlines.

Attend Pre-Departure Orientation. All outgoing students must attend the Pre-Departure Orientation given by the Office of International Programs. You will be given the date and time well in advance and must make plans to attend. If you cannot attend, you must contact your Study Abroad Advisor and make arrangements.

Scholarships and Financial Aid The University of Texas at San Antonio offers scholarships to students studying abroad. These scholarships range from \$300 to \$3,600 per student. Application forms are available in the Office of International Programs. Many students are surprised to learn that their existing financial aid, including their federal aid, is frequently transferable to studying abroad. UTSA allows students to use all federal, state and institutional aid for study abroad programs. Generally, federal financial aid requires that you earn academic credit toward your degree program while you are abroad in order for the experience to be eligible for aid. So volunteer programs, for example, are less likely to be eligible for aid. If you already receive financial aid and have already completed your FAFSA form for the academic year in which you intend to study abroad, you won't need to submit another one. However, if you've never submitted a FAFSA form before, you should leave yourself plenty of time to do so.

APPLICATION DEADLINES

**International Education Fund and Study Abroad application at UTSA.*

Spring-Oct. 15

Summer-Feb. 15

Fall-Mar. 15

Affiliate Programs

Italy

John Cabot University (Rome)

Founded in 1972, John Cabot University is an independent, four year liberal arts U.S. accredited university located in Rome. Centrally positioned in the quaint Trastevere neighborhood, JCU is only a short walk away from the Tiber River and many of Rome's most historic sites. The school is named after the Italian navigator, Giovanni Caboto, or John Cabot, whose exploration helped to open relations between Italy, England, and North America. Students interested in marketing may consider taking *Principles of Marketing, Market and Marketing Research, Consumer Behaviors, Integrated Marketing Research, Advertising Research* and *International Marketing*. (Sponsor: API)

Denmark

Danish Institute for Study Abroad (Copenhagen)

Established in 1959, DIS is known among sending universities and former students to be intensive, demanding, and rewarding. DIS' unique academic environment, with courses including study tours and a focus on hands-on learning, has been developed over the last half century. The curriculum is challenging, and in many ways different from established university traditions in both the United States and Europe. DIS offers a comprehensive study abroad program, including unique housing opportunities and many highly appreciated program elements not normally available through study abroad. At DIS, you may select any combination of courses that you wish, as long as you meet the course prerequisites. Students of marketing have the opportunity to study *European Business Strategy, International Advertising in a European Context* and *International Marketing and Branding: A Field Project*. (Sponsor: DIS)

Czech Republic

Anglo-American University in Prague

Largely unspoiled by the ravages of time, and widely recognized as one of the most beautiful in the world, Prague has recently re-emerged as one of Europe's leading cities. Serving as a major economic and cultural center of the Czech Republic, Prague is a modern city that still retains the original allure of a former age. Study Liberal Arts & Social Sciences in Prague during a semester, year, or summer session. Courses are instructed in English with optional Czech language courses. All courses are instructed at Anglo-American College in Prague & offer college academic credit. You'll also be able to immerse yourself in university life by taking classes with Czech and international students in a wide variety of subject areas. Optional courses include *Introduction to Marketing, Introduction to Advertising* and *Marketing Research*. (Sponsor: CEA)

Ireland

University of Limerick

Comprehensive study abroad programs at the University of Limerick (UL), a fully accredited university that has gained a reputation for excellence in academics, innovation and course organization. All transcripts are issued by the University of Limerick and are accompanied by a letter of translation. Students will have access to all the classes, disciplines and extra-curricular

offerings that UL provides. Marketing students may consider taking *Consumption and Consumer Culture, Branding, Industrial Purchasing and Marketing, Marketing Management* and *Electronic and International Marketing* as well as others. (Sponsor: API)

Hungary

Corvinus University (Budapest)

Budapest is considered by many to be one of the hidden treasures of Central and Eastern Europe. Discover this less-traveled area of Europe and one of the newest members of the EU. Budapest is a city of bridges, cafes, markets and much more. The Danube River splits the city into its two halves, Buda and Pest. For a great view of the city, walk up Gellért Hill on the Buda side of the river. Castle Hill, the Royal Palace and Old Town are other sites not to be missed. Wait until darkness falls for a breathtaking view of the river with the lights of the seven bridges, the castle and the Parliament building reflected on the water. The university offers courses in marketing some of which are *Services Marketing, Consumer Behavior, Advertising Management* and *Internet Marketing*. (Sponsor: API)

England

University of Westminster (London)

University of Westminster is divided into four campuses with 23,000 students. The University of Westminster has three superb campuses in central London and a fourth at a purpose-built green field site in Harrow, northwest London. Every campus has its own individual character and is home to a significant international student body, its own library and catering facilities. The central campuses are in central London, just a short distance from many famous London landmarks, such as the Houses of Parliament, Big Ben, the London Eye, Tate Modern and the British Library. Students have the opportunity to take many interesting courses including but not limited to *International Marketing, Direct Marketing, Marketing Management, Marketing and Communications* and *Consumer Behavior*. (Sponsor: API)

Malaysia

Swinburne University of Technology-Sarawak (Kuching)

The Sarawak campus is equipped with the latest educational technologies and all subjects have a web presence in addition to face-to-face delivery by faculty. Swinburne is committed to the internationalization of its curriculum and the courses offered are designed to prepare graduates to live and work in a world in which professionals need to be capable of high levels of interaction with international economies and societies. The campus is a multi-cultural environment with international students coming from over 30 countries. The total campus population is 2,300 students. At the university, students are able to enroll in a wide array of courses including *Transnational Marketing, eMarketing, Marketing Law, Market Behavior* and *Marketing Research*. (Sponsor: AsiaLearn)

Singapore

James Cook University (Singapore City)

Singapore is an international city with a unique blend of Chinese, Malay, Indian, and Western cultures. The bustle of the city lends to a hip and innovative urban environment while the surrounding islands and beaches will provide the perfect escape from your studies on the weekends. The university offers courses in business, information technology, and psychology. All courses are taught in English, and on-site support staff are available to help you navigate your surroundings. All housing is

located off campus. AsiaLearn students will be placed in furnished apartments with good accessibility to the campus as well as educational and recreational amenities. Courses of interest include *consumer Behavior, Marketing Communications, Interactive Marketing, Strategic Marketing, International Marketing and Public Relations*. (Sponsor: AsiaLearn))

Northern Ireland

University of Ulster (Coleraine)

Enjoy the beautiful natural wonders of Northern Ireland while studying at one of the University of Ulster's four campuses. You'll experience full integration with host university students and a good selection of coursework. The quiet market town of Coleraine lies in the peaceful countryside just five miles from quaint seaside villages on the Antrim Coast. A short distance away, Magee nestles on a hillside within the walled city of Londonderry. Choose a borough just outside of Belfast, or Belfast itself with all its cultural offerings. The Institute for Study Abroad, Butler University welcomes students from all majors on its program at the University of Ulster. Marketing students may consider taking *Marketing Management, Marketing Research and International Retailing*. (IFSA-Butler)

New Zealand

University of Auckland (Auckland)

The University of Auckland, established in 1883, has a student body of just under 30,000 students and is the biggest university in New Zealand. It has a city campus where most courses are taught, in the center of cosmopolitan Auckland with only a beautiful small park separating the university from the Central Business District. The student body is the most ethnically diverse in all of New Zealand. With more than 1,500 Maori students and an additional 1,500 South Pacific Islanders mixed in with almost 10,000 students of Asian background and 3,500 international students you can only imagine the vibrant diversity. There is also huge diversity in age of students, religious beliefs, and socio-economic status - it's an exciting learning community. Students interested in marketing should consider taking *Creating Marketing Knowledge, Understanding Consumers, Marketing Strategy, Buyer Behavior and Advertising and Promotion* as well as many more courses. (Sponsor: Arcadia)

South Africa

University of Capetown (Capetown)

The CIEE Study Center at the University of Cape Town provides students with a range of academic and intellectual experiences that enable them to reflect upon the complexities and challenges facing the new South Africa. Through integration in local communities, students become participants in, rather than mere observers of, this dynamic and evolving environment. Through this process, students gain a comprehensive understanding of social relations within South Africa. The rich academic program, established in 1998, allows students to pursue their own academic studies while providing first-hand knowledge of contemporary South African society. Students are required to enroll in at least one course with specific African content or one that offers a distinctive African perspective in their area of interest. Alternatively, students can enroll in the independent study option. Courses may be taken in all University of Cape Town faculties excluding Health Sciences. Those interested in marketing may consider taking *Marketing Principles, Consumer Behavior, Services Marketing, Electronic Marketing and Strategic Marketing*. (Sponsor: CIEE)

PROGRAM SPONSOR CONTACT INFO

Affiliated Study Abroad Programs are coordinated and managed by outside organizations and companies. Program costs are set by each program provider and vary with the length of program, location and cost of living. Programs are generally available for the summer, fall or spring semester or academic year. (Sponsor: AsiaLearn)

API

<http://www.academicintl.com/>

Arcadia

<http://www.arcadia.edu/abroad/>

AsiaLearn

<http://www.asialearn.org/>

CEA

<http://www.gowithcea.com/>

CIEE

<http://www.ciee.org/>

DIS

<http://www.dis.dk/>

IFSA-Butler

<http://www.ifsa-butler.org/>

ADDITIONAL RESOURCES

Please note your study abroad options are not limited by the programs listed here. For more information on additional study abroad opportunities such as intensive language programs and/or internships in your field please contact the International Programs Office. A majority of the information provided in this brochure is taken verbatim from the websites and catalogues of various program providers. We give full credit to each agency that provides accessible material for the general public.