Timeline to Study Abroad for Marketing Majors

High School Senior
- Discuss study abroad possibilities during your campus visit.

Freshman Year
- See your academic advisor in September or February to create an extensive plan that includes studying abroad.
- The application for summer and fall programs is March 1.
- The summer between the freshman and sophomore years is a good time to take KU Core or Business Foundation courses.

Sophomore Year
- The application for spring programs is October 1.
- The sophomore year is a good time to take KU Core, Business Foundations, or Business Core courses.

Junior and Senior Years
- The junior and senior years are a good time to take Business Core and Major courses.

Degree Requirements for BSB-MKTG

KU Core Courses
**Bold** is required; *Italics* is strong suggested.
- Many of these courses can be taken abroad during the sophomore year or a summer.

GE 1.1: Critical Thinking (**BLAW 301**)
GE 1.2: Quantitative Literacy (**MATH 115**)
GE 2.1: Written Communication I (**ENGL 101**)
GE 2.1: Written Communication II (**ENGL 102**)
GE 2.2: Oral Communication (**COMS 322**)
GE 3H: Arts and Humanities
GE 3S: Social Sciences (**PSYC 104**)
GE 3N: Natural Sciences with Lab
AE 4.1: Diversity of Human Experience
AE 4.2: Global Perspectives
AE 5.1: Social Responsibility and Ethics
AE 6: Integration and Creativity (**MGMT 498**)

Business Foundation Courses
- Many of these courses can be taken abroad during the sophomore year or a summer.

ACCT 200: Fundamentals of Financial Accounting
ACCT 201: Managerial Accounting I
DSCI 202: Statistics
IST 202: Intro to Information Systems
ECON 142: Principles of Microeconomics
ECON 144: Principles of Macroeconomics

Business Core Courses
- Many of these courses can be taken abroad during the sophomore or junior years or a summer.

MKTG 310: Marketing
SCM 310: Management Science & Operations Management
FIN 310: Finance
MGMT 310: Organizational Behavior
BLAW 301: Legal Aspects of Business
BE 301: Managerial Economics
BUS 305: Business Writing

Marketing Major Courses
- Many of these courses can be taken abroad during the junior or senior years or a summer.

MKTG 411: Intro to Consumer Behavior
MKTG 415: Marketing Research for Managers
MKTG 435: Marketing Strategy
MKTG 400+
MKTG 400+
MKTG 400+
MKTG 400+
Recommended Program Options

Below are some study abroad options for your major. This is not an all-inclusive list but rather a starting point. For more program options, visit www.studyabroad.ku.edu or visit the Study Abroad Info Center in 105 Lippincott Hall.

Business Core (300-level) Courses
University of Wollongong, Australia
University of International Business & Economics, China
John Cabot University, Italy

Marketing Major Courses
University of New Castle, Australia
University of New South Wales, Australia
University of Wollongong, Australia
WU Vienna University of Economics and Business, Austria
Richmond University, England
John Cabot University, Italy
Korea University, Korea

Short-Term Programs
*Winter Break in India: earn 3 hours of MKTG 400 credit, which can be used toward your major.
Winter Break in Israel: earn 3 hours of IBUS 500 or ENTR 500 credit, which can be electives toward graduation.
Winter Break in Panama: earn 3 hours of IBUS 500 or SCM 400 credit, which can be electives toward graduation.
Summer in Cuba: earn 3 hours of IBUS 500 or MGMT 400 credit, which can be electives toward graduation.
Summer in China: earn 3 hours of IBUS 500 credit, which can be electives toward graduation.
Summer in Northern Europe: earn 3 hours of IBUS 500 or SCM 400 credit, which can be electives toward graduation.
Summer at WU Vienna (Austria): course offerings vary; check with your advisor.
Summer at CIMBA (Italy): course offerings vary; check with your advisor.

Financial Assistance

- Students can use federal financial aid toward study abroad tuition. Visit the Study Abroad Info Center in 105 Lippincott Hall for more information.
- The KU Office of Study Abroad administers multiple scholarships through one online scholarship application. OSA scholarships are awarded on the basis of academic merit and financial need. The range of these scholarships is $500-$5000. Visit the Study Abroad Info Center in 105 Lippincott Hall for more information.
- Scholarships are available for KU School of Business students who study abroad in approved programs. Information can be found at http://business.ku.edu/scholarships-study-abroad or by visiting the Center for Global Business Studies in 351 Summerfield Hall.

Questions to Consider before meeting with your Academic Advisor

1. Do you want to study abroad for a semester or do a short-term program?
2. What other experiences do you want to have that might interfere with studying abroad? (Ex: holding a leadership position in an organization, doing an internship)
3. Do you want to study a foreign language in preparation for studying abroad?