

KU School of Business

Marketing Major

Study Abroad Planning Guide



The information below is subject to change. You should work closely with an academic advisor to determine degree requirements for graduation.
 (Updated 4/2015)

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?