Are you concerned about how to transfer credits from courses taken abroad?

Our department collaborates with the Education Abroad office in order to assure pre-departure approval of course equivalencies and course bypass examination eligibility.

Courses taken at an institution other than the University of Kentucky should be evaluated by the appropriate UK department prior to the student's registration in that course to determine equivalencies and whether or not the department will accept that course in fulfillment of program requirements.

Meet with your advisor early on in the planning process in order to discuss the proper procedure.

Are there other programs?

Yes! This advising guide is a good place to start, but you should also visit the UK Education Abroad website to learn about many other exciting opportunities to study, intern, or volunteer abroad.

If you don't see your ideal program listed on the UK Education Abroad website, please contact an Education Abroad Advisor to learn more about UK External Education Abroad Programs and how to apply.

Certificate of Global Studies

Document your preparedness to live and work in a global community with the Certificate of Global Studies.

For more information, please visit uky.edu/EGE/Certificates/Global/

Education Abroad Programs in Marketing

Education Abroad Programs for Students of Marketing

UK Education Abroad offers a variety of programs that allow you to study marketing in an international setting. Immense yourself in another culture, expand your knowledge of business, and explore what the world has to offer with any one of the exciting opportunities available to you!

Why study abroad?

Education abroad can help you…

- Globalize your world view
- Expand your intercultural understanding and problem-solving skills
- Prepare to work in an increasingly diverse and international workplace
- Enhance your sense of independence and adaptability
- Gain new insight into the world and yourself

As a marketing student, the best way to increase your knowledge of the field is to study it in an international context. There is no substitute for the experience that a semester, year, or summer abroad will afford you.

Do I have to speak a foreign language to study abroad?

Absolutely not. There are plenty of marketing programs in English-speaking countries. Furthermore, students can find marketing classes taught in English in practically every country. Of course, there are also plenty of excellent programs for students who prefer to study marketing in a foreign language or to study a foreign language while abroad.

Where can I study abroad?

Marketing is a global enterprise. Therefore, the world is your oyster! From the metropolitan buzz of Seoul to the quiet majesty of the Rhine Valley, UK offers a wide array of programs that allow students to study marketing in all corners of the world.

What are my next steps?

Attend a First Step Session.

Find out what you can study abroad and where, and ask questions about the application process, financial aid and scholarships, etc. First Step Sessions are held on Mondays and Tuesdays from 4-5 p.m. and Wednesdays and Thursdays from 3-4 p.m. in 207 Bradley Hall.

Explore the programs available.

Search online or visit the Education Abroad Resource Center in 315 Bradley Hall.

Talk to an Education Abroad advisor.

Each UK Education Abroad advisor has expertise in specific majors and geographic regions. Check the website and make an appointment with the advisor who is an expert on the programs in which you are interested.

Add a Minor in International Business

The world is becoming smaller with much of business conducted across borders. Be prepared. Become World Ready with the Gatton minor in International Business. The first step is to take the courses and earn the GPA that will make you eligible for admission into the upper division of the Gatton College of Business and Economics. Check www.gatton.uky.edu/undergraduates for these requirements.

Then complete the following:

Prerequisites: FIN 300 (Corporation Finance) and MKT 300 (Marketing Management)

Requirements: MGT 309 (Intro to Intl Business); ECO 471* (Intl Economics); FIN 423 (Intl Finance); MKT 435 (Intl Marketing); and 3 credit hours earned through an education abroad experience. Students must take at least 9 credit hours of upper division classes from the Gatton College (50 percent of the upper division requirement for a minor).

*Note: ECO 401 is a prerequisite for this course at UK.

Apply for the minor online at: http://gatton.uky.edu/Undergraduates/Content.asp?PageName=UmyGatton

UK Education Abroad • 315 Bradley Hall • (859) 257-4067 • http://www.uky.edu/educationabroad

Last updated January 2016

Are you concerned about how to transfer credits from courses taken abroad?

Our department collaborates with the Education Abroad office in order to assure pre-departure approval of course equivalencies and course bypass examination eligibility.

Courses taken at an institution other than the University of Kentucky should be evaluated by the appropriate UK department prior to the student's registration in that course to determine equivalencies and whether or not the department will accept that course in fulfillment of program requirements.

Meet with your advisor early on in the planning process in order to discuss the proper procedure.

Are there other programs?

Yes! This advising guide is a good place to start, but you should also visit the UK Education Abroad website to learn about many other exciting opportunities to study, intern, or volunteer abroad.

If you don't see your ideal program listed on the UK Education Abroad website, please contact an Education Abroad Advisor to learn more about UK External Education Abroad Programs and how to apply.

Certificate of Global Studies

Document your preparedness to live and work in a global community with the Certificate of Global Studies.

For more information, please visit uky.edu/EGE/Certificates/Global/

Education Abroad Programs in Marketing

Education Abroad Programs for Students of Marketing

UK Education Abroad offers a variety of programs that allow you to study marketing in an international setting. Immense yourself in another culture, expand your knowledge of business, and explore what the world has to offer with any one of the exciting opportunities available to you!

Why study abroad?

Education abroad can help you…

- Globalize your world view
- Expand your intercultural understanding and problem-solving skills
- Prepare to work in an increasingly diverse and international workplace
- Enhance your sense of independence and adaptability
- Gain new insight into the world and yourself

As a marketing student, the best way to increase your knowledge of the field is to study it in an international context. There is no substitute for the experience that a semester, year, or summer abroad will afford you.

Do I have to speak a foreign language to study abroad?

Absolutely not. There are plenty of marketing programs in English-speaking countries. Furthermore, students can find marketing classes taught in English in practically every country. Of course, there are also plenty of excellent programs for students who prefer to study marketing in a foreign language or to study a foreign language while abroad.

Where can I study abroad?

Marketing is a global enterprise. Therefore, the world is your oyster! From the metropolitan buzz of Seoul to the quiet majesty of the Rhine River Valley, UK offers a wide array of programs that allow students to study marketing in all corners of the world.

What are my next steps?

Attend a First Step Session.

Find out what you can study abroad and where, and ask questions about the application process, financial aid and scholarships, etc. First Step Sessions are held on Mondays and Tuesdays from 4-5 p.m. and Wednesdays and Thursdays from 3-4 p.m. in 207 Bradley Hall.

Explore the programs available.

Search online or visit the Education Abroad Resource Center in 315 Bradley Hall.

Talk to an Education Abroad advisor.

Each UK Education Abroad advisor has expertise in specific majors and geographic regions. Check the website and make an appointment with the advisor who is an expert on the programs in which you are interested.

Add a Minor in International Business

The world is becoming smaller with much of business conducted across borders. Be prepared. Become World Ready with the Gatton minor in International Business. The first step is to take the courses and earn the GPA that will make you eligible for admission into the upper division of the Gatton College of Business and Economics. Check www.gatton.uky.edu/undergraduates for these requirements.

Then complete the following:

Prerequisites: FIN 300 (Corporation Finance) and MKT 300 (Marketing Management)

Requirements: MGT 309 (Intro to Intl Business); ECO 471* (Intl Economics); FIN 423 (Intl Finance); MKT 435 (Intl Marketing); and 3 credit hours earned through an education abroad experience. Students must take at least 9 credit hours of upper division classes from the Gatton College (50 percent of the upper division requirement for a minor).

*Note: ECO 401 is a prerequisite for this course at UK.

Apply for the minor online at: http://gatton.uky.edu/Undergraduates/Content.asp?PageName=UmyGatton

UK Education Abroad • 315 Bradley Hall • (859) 257-4067 • http://www.uky.edu/educationabroad

Last updated January 2016
Look through the information in this advising guide for an overview of what is right for me? How do I choose the education abroad program that is right for me?

How do I choose the education abroad program that is right for me?

UK Sponsored
These offerings include those programs facilitated by UK faculty and staff that have been vetted and approved by Education Abroad or select customized programs offered in conjunction with Education Abroad. These programs are typically offered during the summer or winter intersession. UK students pay regular UK tuition and fees and earn UK credits.

UK Direct
These offerings include select IBS, CCSEA, and other consortium-based programs for which UK is a voting member. Tuition and fees are paid directly to the program provider and students earn transfer credit.

UK Consortium
These offerings include select KIIS, CCSEA, and other consortium-based programs for which UK is a voting member. Tuition and fees are paid directly to the program provider and students earn transfer credit.

UK Partner
These offerings include select third-party provider programs and other internship/service-learning based programs, for which students earn transfer credit.

UK EXCHANGE EDUCATION ABROAD PROGRAMS

Mix It Up In Germany: Gatton-Style

Berlin & Bremen, Germany

Language Req.: None

Class Standing: Freshman & Above

Minimum GPA: 2.8

Term Offered: Summer 2

Students will earn 7 credit hours (MKT 435 and ECO 410) while exploring both the marketing and economics of the brewing industry in Germany. This program will take students from the Schultheiss Brewery in Berlin to the Becks Brewery in Bremen. In between, students will be meeting with marketing/advertising professionals who work directly with breweries, hear guest lectures from local professionals in the industry.

How should I study abroad?

• You can study abroad for an entire academic year, during the Fall or Spring semesters, Winter Intersession or over the Summer.

Where will I live?

• Most programs provide accommodation for students in residence halls and foreign student dormitories. Some programs, particularly ones that focus on language immersion provide the option of living with a local family.

Will I earn credits while abroad?

• Yes! Earn credit towards your major abroad, or get some elective credit out of the way. Please check with your Director of Undergraduate Studies to make sure specific courses will count towards your major.

How much does it cost?

• Programs vary in cost depending on the program type, duration, and provider. Please be sure to familiarize yourself with the costs of the programs you are considering.

Oxford Brookes University

Oxford, England

Language Req.: None

Class Standing: Junior & Above

Minimum GPA: 3.0

Term Offered: Fall, Spring, Year

Students participating in the exchange program will enroll in the Oxford Brookes’ Business School, a subdivision within the Faculty of Business. The Business School offers outstanding undergraduate coursework in accounting, economics, finance, management, and marketing.

Korea University Business School

Seoul, Korea

Language Req.: None

Class Standing: Sophomore & Above

Minimum GPA: 3.0

Term Offered: Year, Fall, Spring, Summer

KUBS is the number one business school in Korea. Gatton students will study alongside students from all around the world studying subjects such as accounting, finance, international business, management, and marketing.

The Grenoble School of Management

Grenoble, France

Language Req.: Varies

Class Standing: Sophomore & Above

Minimum GPA: 3.0

Term Offered: Year, Fall, Spring, Summer

Business classes are taught in English. French language classes, a mandatory component of the semester exchange program, are offered for students of every skill level. During the spring semester, students can enroll in the Certificate in International Business Program.

Vienna University of Economics and Business

Vienna, Austria

Language Req.: Varies

Class Standing: Sophomore & Above

Minimum GPA: 3.0

Term Offered: Fall, Spring, Summer

Vienna University of Economics and Business is recognized as one of the top 50 business schools in Europe. VUB offers courses in business, economics and related area courses with a focus on international and European topics in English.

UK EXCHANGE ABROAD PROGRAMS

Burgundy School of Business

Dijon, France

Language Req.: Varies

Class Standing: Soph. & Above

Minimum GPA: 3.0

Term Offered: Fall, Spring, Year

BSB is a top-ranked school in Dijon, the capital city of the Burgundy region. Here, students have the opportunity to participate in an internship. BSB’s Bachelor of Marketing and Business is the number one business school in Burgundy. In addition to enrolling in marketing coursework, students may have the opportunity to participate in an internship.

University of Helsinki

Minneapolis, Finland

Language Req.: Varies

Class Standing: Soph. & Above

Minimum GPA: 3.0

Term Offered: Fall, Spring, Summer

WHU—Otto Beisheim School of Management

Vallendar, Germany

Language Req.: Varies

Class Standing: Soph. & Above

Minimum GPA: 3.0

Term Offered: Fall, Spring, Summer

This program offers courses that focus on international marketing, as well as marketing role in society. Students have options at three different universities in Seville.

University of Belgrano (Sol)

Buenos Aires, Argentina

Language Req.: Varies

Class Standing: Sophomore & Above

Minimum GPA: 2.5

Term Offered: Fall, Spring, Summer

Winter Intersession and Summer sessions. It is also possible to take a spring-embedded course, which is a class taught at UK with an international component during spring break or early summer.

Another important decision to make is what time of year to study abroad. Programs are available for the academic year, the Fall and Spring semesters, Winter Intersession, and the Summer sessions. It is also possible to take a spring-embedded course, which is a class taught at UK with an international component during spring break or early summer.

Because many foreign institutions follow different academic calendars, it is important for students to consider the specific dates of the program far in advance. For example, many exchange programs in the Southern Hemisphere may run from July to November and from February to June during the American spring semester.

Similarly, it may be difficult for students to study at some European institutions for the fall semester. Final exams may be scheduled in early January, and many programs do not make allowances for US students. Please be sure you consider this issue in advance.

Many students choose to study abroad during the Summer or Winter sessions. There are two summer sessions available: Summer I and Summer II. Summer I programs typically occur during May and early June, while Summer II programs tend to start late in the summer and end in late July or early August. The Winter Intersession occurs between the fall and spring semesters.

The programs featured on this MAP have been approved by your department, and represent a variety of terms offered. Always speak with your academic advisor to determine if a semester, summer or winter program would be more appropriate for your degree progression.

UK DIRECT EDUCATION ABROAD PROGRAMS

Massey University (ISEP Direct)

Auckland, New Zealand

Language Req.: None

Class Standing: Any

Minimum GPA: 2.75

Term Offered: Fall, Spring, and Year

This program offers access to courses such as Consumer Behavior, Retail Marketing, Branding, Essentials of Marketing, Social Media & Digital Marketing, Customer Intelligence, and more.

When should I study abroad?

Most UK students study abroad during their sophomore or junior years. However, there are programs available for freshmen and senior students as well.

This program offers access to coursework such as International Marketing, International Finance, Management, Entrepreneurial Development, and more. Internship options also available.

University of Belgrano (Sol)

Buenos Aires, Argentina

Language Req.: Varies

Class Standing: Sophomore & Above

Minimum GPA: 2.5

Term Offered: Fall, Spring, Summer

This program offers courses such as General Economics, Foreign Trade, and Marketing, as well as beginning to advanced level Spanish courses.

Intern: Summer in Beijing (KEI)

Language Req.: None

Class Standing: Sophomore & Above

Minimum GPA: 2.5

Term Offered: Summer

English- and Chinese-language internships are available. Students can earn 3-6 credits and acquire valuable internship into international business management.

UK PARTNER EDUCATION ABROAD PROGRAMS

Internships in London, Sydney or Dublin

London, England; Sydney, Australia; or Dublin, Ireland

Language Req.: None

Class Standing: Any

Minimum GPA: 2.75

Term Offered: Summer, Fall, Spring

This internship offers the chance to earn 3 credit hours of credit while working 3 days per week for a total of 24 hours. Internships provided based on student’s area of study and interests. Semester option only available in London.

International Studies, Business & Spanish Language (ISA)

Seville, Spain

Language Req.: Varies

Class Standing: Sophomore & Above

Minimum GPA: 2.5

Term Offered: Fall, Spring, Summer, Year

This program offers courses that focus on international marketing, as well as marketing role in society. Students have options at three different universities in Seville.

Fudan University (TEAN)

Shanghai, China

Language Req.: None

Class Standing: Sophomore & Above

Minimum GPA: 2.5

Term Offered: Fall, Spring, Year

This program offers access to coursework such as International Marketing, International Finance, Management, Entrepreneurial Development, and more. Internship options also available.

University of Belgrano (Sol)

Buenos Aires, Argentina

Language Req.: Varies

Class Standing: Sophomore & Above

Minimum GPA: 2.5

Term Offered: Fall, Spring, Summer

This program offers courses such as General Economics, Foreign Trade, and Marketing, as well as beginning to advanced level Spanish courses.