

FINANCIAL AID

Limited supplemental scholarships are available to K-State students for study abroad. Scholarship applications are available in the Office of International Programs, 304 Fairchild Hall. The scholarship application deadline is October 20, 2008. This program also qualifies for College of Business scholarships of \$600 each.

APPLICATION PROCEDURES

The deadline for application is October 1, 2008. The Study Abroad application, payment information, and other materials can be found on the web at www.k-state.edu/oip/faculty/facultyled/



FOR MORE INFORMATION CONTACT:

K-State Office of International Programs
Study Abroad Program
Rose Redington
Coordinator for Faculty-Led Group Study Abroad
304 Fairchild Hall
Manhattan, KS 66506
Phone: 785-532-5990
E-Mail: rosered@ksu.edu

Dr. Swinder Janda
Professor of Marketing and Edgerley Chair in Global Business
213 Calvin Hall
Manhattan, KS 66506
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LONDON BRUSSELS MUNICH PROGRAM

This course will meet on the K-State Manhattan campus nine weeks before the study abroad program and six weeks after. Thereafter, the course participants will embark upon a nine-day program to London, Brussels, and Munich, during which they will be exposed to experiential learning opportunities pertaining to global business and marketing. Students will experience marketing mix strategies in three European cultures (United Kingdom, Belgium, and Germany), learn more about global marketing companies (e.g., BMW Corporation in Munich and Ogilvy Advertising Agency in London), and attend seminars focusing on the workings of the European Union (in Brussels). The last six weeks of the course will focus on discussions and a research paper relating observations from the study abroad experience to the lecture materials and readings covered during the first part of the course.

FACULTY LEADER

Dr. Swinder Janda is a Professor of Marketing and the Paul Edgerley Chair of Global Business at Kansas State University. Dr. Janda teaches various marketing courses and has taught international marketing, international business, and global marketing at several universities in the United States as well as in Germany and Italy. He joined K-State in 1998 and has both lived and travelled extensively overseas, particularly in Europe. He has previously organized five study abroad courses to the United Kingdom, France, Belgium, Germany, China, and Hong Kong. In 2006, Dr. Janda was awarded the Presidential Teaching Excellence Award for his contributions to teaching at Kansas State University.

DATES

Depart: March 13, 2009
Return: March 22, 2009

ACADEMIC PROGRAM

MKTG 547, International Business

The international business course is a three credit hour elective course for students majoring in marketing and counts toward the Certificate in International Business.

Course Requirements

- Attendance and participation in visits to all key locations in London, Brussels, and Munich.
- Attendance and participation in class meetings during the first nine weeks of the course which will be assessed by one essay exam.
- One 12-page paper which will focus on relating experiences during the travel component to the theoretical and managerial perspectives discussed in class during the first nine weeks of the course. Each student will maintain a journal of activities, experiences, and observations during the travel week and use these journal entries to write the paper.

ELIGIBILITY

Pre-Requisite: Marketing (MKTG 400) and minimum 2.5 GPA

PROGRAM ACTIVITIES

- Visit the Tower of London
- Visit a global advertising agency
- Visit the Harrods of London to experience fashion and merchandizing
- Walking tour of Brussels
- Visit to the European Commission
- Tour the BMW museum and corporate headquarters in Munich

COST

Program Fee: \$2,298.25: Includes international airfare, international health insurance, study abroad fee, in-country transportation, lodging, group meals and site visits.

Tuition and Fees: Tuition and Fees for 3 credits. Division of Continuing Education (DCE) Fee \$21.50

Anticipated Additional Expenses: Individual meals, transportation to/from U.S. point of departure, and books.

Payment Options

- Check** (checks should be made out to Kansas State University. If you submit a check, be sure the following information is listed on the check: student name, program name, location, name of instructor who is teaching the course, and K-State student ID number)
- Credit Card** (A 2.9% credit card service fee will be added to all payments made with a credit card)
- Cash**

Payments for program fees should be made to the Office of International Programs, Study Abroad Program, 304 Fairchild Hall. K-State tuition, and DCE fee will be billed to student iSIS accounts.

Payment Schedule for Program Fees:

\$1,000 due October 15, 2008

Half of remaining balance due November 15, 2008

Remaining balance due December 15, 2008