



## *Marketing*

### **Why Study Abroad?**

There's a whole world out there waiting to be explored! Discover what it has in store for you by studying abroad. WCU's study abroad opportunities range from a few weeks in the summer to a semester or a full year overseas. The Study Abroad Office is here to help you navigate along the way as you familiarize yourself with the eligibility requirements, application deadlines, fees and program options.

### **Contact us:**

International Programs and Services

Cordelia Camp Bldg. 109  
69 East Univ. Way  
Cullowhee, NC 28723

TEL: +1 828.227.7494  
FAX: +1 828.227.7080  
studyabroad@wcu.edu

### **Deadlines**

Summer/Fall: March 1st  
Spring: October 1st  
\*Host institution deadlines vary based on location.



### **When Can I Study Abroad?**

The best time to study abroad differs depending on your major. Talk to the study abroad advisor. Generally, students study abroad during their Sophomore, Junior, and Senior year. Students have the option of studying abroad during their fall semester, spring semester, an entire academic year, or during the summer.

### **Getting Started!**

WCU is dedicated to finding the right program for each student, and our vast array of partner universities allows us to do just that. Email [studyabroad@wcu.edu](mailto:studyabroad@wcu.edu) or stop by Camp 109 to schedule an appointment with a study abroad advisor.

### **Do I Need To Know A Foreign Language?**

Most of our international partners offer extensive coursework in English available to exchange students.

### **How Can I Afford It?**

With exchange programs, students pay regular WCU tuition and fees. Housing and meal costs are paid to the host university. Any financial aid received at WCU can be applied to the program costs. In addition, students are eligible to receive travel grants and scholarships to help offset the costs of airfare.



# Marketing

## Bilateral Exchange Partners

### **Royal Melbourne Institute of Technology**

RMIT is located in Australia and has a degree in marketing. RMIT is the largest higher education institution in Australia, currently holding over 84,000 students. With more than 30% of those students coming from overseas, RMIT holds two campuses in Vietnam, a European hub in Barcelona, an office in Indonesia. <https://www.rmit.edu.au/study-with-us/international-students>

### **University of Aruba, Aruba**

Located in downtown Oranjestad, Aruba. Established in 1988, it provides undergraduate and postgraduate education in four areas: Law; Accounting, Finance and Marketing; Hospitality and Tourism Management Studies; and Arts and Science. <http://www.ua.aw/>

### **Hannam University, Korea**

Located in Daejeon, South Korea. This private Christian university's Linton School of Business offers an array of courses in English and is a great location to study Korean language. They offer international trade & marketing. <http://int.hnu.kr/eng/>

### **Dortmund University of Applied Sciences and Arts, Germany**

Located in Dortmund, North Rhine-Westphalia, Germany, and hosting 12,300 students, the university offers over 50 study options, such as, marketing. <https://www.fh-dortmund.de/en/index.php>

### **University of Portsmouth, England**

The University of Portsmouth is located in the south of England. It has degrees such as marketing and digital marketing. We offer undergraduate and postgraduate courses across accounting, business, economics, finance, human resource management, law, marketing, leadership and other specialist management subject areas. <http://www2.port.ac.uk/portsmouth-business-school/>

### **SKEMA Business School, France**

With three campuses in France located in Lille, Paris and Sophia Antipolis near Nice, SKEMA is the largest business school in France and offers a wide range of business courses in English. It offers degrees in International Marketing, Marketing Principles, Marketing to US/Chinese/European customers, Intellectual Property & Ethical Marketing, Retail Marketing, Digital Marketing, and Publicity, Promotion & Sponsorship. <http://www.skema.edu/>

### **Galway-Mayo Institute of Technology, Ireland**

GMIT is located in south-west Ireland. It provides a degree in marketing and sales. GMIT has four schools of study; the School of Business, the School of Engineering, the School of Science & Computing, and the College of Tourism & Arts. <https://www.gmit.ie/>

### **Glasgow Caledonian University, Scotland**

Located in the heart of Glasgow city, GCU is one of Scotland's largest universities and has three main schools: Engineering and Built Environment, The Glasgow School for Business and Society, and Health and Life Sciences. It offers international marketing. <https://www.gcu.ac.uk/>

### **University of South Wales, Wales**

One of the top universities in Wales, with campuses in Cardiff, Treforest, Newport and Pontypridd. USW offers degrees in Business & Marketing and Marketing. As well as Engineering and Science; Business and Society; and Life Sciences and Education. <http://international.southwales.ac.uk/>