

Marketing



Why Study Abroad?

- Understand the business world from an international perspective
- Broaden your academic horizon
- Improve your language skills
- Enhance your problem solving and cross-cultural communication skills

Students have studied in:

- China
- Costa Rica
- France
- Italy
- Korea
- Turkey
- Netherlands

*This is not an exhaustive list!

Deadlines & Requirements

- For spring: October 15th
- For summer: April 1st
- For fall/yearlong: April 15th
- 2.5 GPA

When is the best time to study abroad?

Students are eligible to study abroad as soon as the summer after their freshman year. Many Marketing students choose to study abroad once they have been admitted to COBE and are eligible to take upper division courses. However, it is also possible to go sooner and focus taking on disciplinary lens courses, electives and some of the COBE requirement courses.

Potential Internship Opportunities

- Non Profit & Government marketing in San Ramon
- Travel Agency in Shanghai
- CityLife Magazine in Chiang Mai

This advising sheet will help you plan for a study abroad experience. You should begin the process of planning for your study abroad program now. Courses are subject to change depending on the semester and **these are not the only options. Contact ILO for an advising appointment.*

Marketing

Courses required for the Marketing degree are offered in many different locations. The tables below by no means represent an exhaustive list of locations where each course is available. If there is a place you are interested in going that is not listed, contact the ILO Office to see what courses might be available there.

COBE Admission Requirements

ACCT 205 Financial Accounting	Aarhus, Gold Coast, Lyon
ACCT 206 Managerial Accounting	Aarhus, Aberystwyth, Lyon
BUSCOM 201 Business Communication	Bilbao
BUSSTAT 207 Stat Techniques for Decision Making I	Aarhus
ECON 201 Principles of Macroeconomics	Aberystwyth, Bangalore

Disciplinary Lens Courses (DLs)

It is possible to fulfill some of the disciplinary lens requirements while abroad, particularly the DLN (Non-Lab Science), DLL (Literature and Humanities), and DLV (Visual and Performing Arts) requirements. Even if the course is not equivalent to a course on the approved list, you can contact Foundational Studies to see if they will approve a substitution.

Marketing Requirements

BUSSTAT 208 Stat Techniques for Decision Making II	Gold Coast
ECON 303 Intermediate Economics	Aarhus
FINAN 303 Principles of Finance	Aarhus, Bilbao, Gold Coast, Heidelberg, Lyon, Shanghai
GENBUS 450 Business Policies	Aarhus, Bilbao, Florianópolis, Heidelberg
MGMT 301 Leadership Skills	Aarhus, Bilbao, Cork, Gold Coast, Torino
MKTG 301 Principles of Marketing	Aarhus, Aberystwyth, Bilbao, Cork, Heidelberg, Shanghai
MKTG 307 Customer Behavior	Aarhus, Aberystwyth, Bilbao, Gold Coast, Heredia
MKTG 315 Marketing Research	Lyon
MKTG 321 Professional Selling	Heidelberg
PSYC 101 General Psychology	Gold Coast
SCM 345 Operations Management	Aberystwyth, Bilbao, Gold Coast, Heidelberg, Torino

Marketing and Approved Major Electives

COMM 351 Intercultural Communication	Aarhus, Chiang Mai, Luneburg, Lyon, Reggio Emilia, Torino
ECON 317 International Economics	Aarhus, Bilbao, Florianópolis
FINAN 430 International Finance	Aarhus, Bilbao, Lyon, Shanghai, Torino
MKTG 407 Marketing Communication	Lyon, Reggio Emilia
MKTG 420 Marketing Management	Aberystwyth, Lyon
MKTG 430 International Marketing	Aarhus, Bilbao, Chengdu, Lyon, Shanghai, Torino
MKTG 460 Internet Marketing Strategy	Lyon, Torino
MKTG 493 Marketing Internship	Available in most sites
PSYC 343 Cognitive Psychology	Aberystwyth, Canberra, Reggio Emilia
PSYC 431 Social Psychology	Aberystwyth

Course Finder

A full list of all pre-approved courses can be found on the ILO website: <http://international.boisestate.edu/academic-information/coursefinder/>. Be aware that not every course is offered during every term, so you should consult both the program website and the Course Finder when planning your courses. It is also important to meet with your academic advisor, to ensure that you are staying on track with regard to your academic plan.

Approval Process

It is possible to take courses that are not listed on the Course Finder. If you would like a course to count as an equivalent to a specific Boise State course, you must take a course description or syllabus to the chair of the appropriate academic department. If the course is not something Boise State offers (i.e., Italian History), the course will simply count as an elective.