Creating Sustainable Social Change
Lugano, Switzerland & Eastern Africa: Ethiopia or Rwanda

Fall Semester 2019

Classes:
You will receive 19 credits:

* Ut prosim abroad (HD 2984, 1 credit, to be taken at VT in Spring 2019)
* Marketing, society, and the public interest (MKTG 4644, 3 credits)
* International development (UAP 4764, 3 credits)
* Marketing research (behavioral science research) (MKTG 4154, 3 credits)
* Marketing field study (MKTG 4964, 6 credits)
* Study abroad (MKTG 3954, 3 credits)

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Costs:
Program costs are $10,400 and include: airfare to both Europe and Africa, a Eurorail pass, all lodging, visas, medical insurance, and some meals (4 dinners/week in Europe and all meals in Africa). Estimated total costs, including tuition and fees, travel expenses, passport, and immunizations, are $19,120 (in-state) and $26,490 (out-of-state).
BENEFITS OF THIS PROGRAM
◆ Form a unique bond with professors and fellow students
◆ Encounter unfamiliar situations, learn to adapt, and return home with new ideas and perspectives about yourself and your own culture
◆ Explore the world while still being a Virginia Tech student
◆ Expand your world view and gain cultural competency
◆ Nationally, 75% of students believe study abroad improved their chances of getting a job

PROGRAM FEATURES
◆ Europe
  ◇ Nine weeks of coursework in international development and social change in Lugano, Switzerland.
  ◇ Weekends to explore the surrounding areas of Europe. Lugano is on a major rail line between Italy and the rest of Europe. You can reach many wonderful cities in a few hours!
◆ Africa
  ◇ Four weeks participating in service learning projects in Ethiopia or Rwanda.
  ◇ Weekend outings and a multi-day excursion are planned for you.

PROGRAM DEADLINES
◆ We begin to accept applications in September and make acceptance decisions until the program is full.
◆ If you are accepted into the program, you will need to pay a $1200 deposit. The deposit is non-refundable unless the program is cancelled.

"The program was the most impactful part of my college career. It completely shattered and reformed my worldview in the best possible way. I now have new purpose and goals in life - thanks to the Fall program."

— former Lugano student