**International Business:** Combining Theory and Practice in

**Lugano, Switzerland**

**Tentative Travel Dates:** Spring Semester 2021
*Start date varies by programs, please visit program website

**Eighteen Credits:** MKTG 4204 Consumer Behavior (3 credits); MKTG 4154 Marketing Research (3 credits); MKTG 4644 Marketing, Society, and the Public Interest (3 credits); MKTG 4404 Marketing Feld Practicum (3 credits); MKTG 3954 Study Abroad (3 credits); ITAL 1105 Elementary Italian (3 credits)

**Contacts:**
Dr. David Brinberg  
2019 Pamplin Hall  
(540) 231-7639  
brinberg@vt.edu

Linda Tanko  
1046 Pamplin Hall  
(540) 231-3562  
ltanko@vt.edu

**Costs:**
Program fee is $11,200, which includes lodging, airfare, rail pass and some meals. Estimated total costs will be $21,430 (in-state) and $28,800 (out-of-state).

**Website:** [http://international.pamplin.vt.edu/](http://international.pamplin.vt.edu/)
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

- Combines classroom instruction with real-world projects:
  - Classes in Italian, marketing research, consumer behavior, and marketing, society, and the public interest
  - Consulting field project developing a business and marketing plan for a small non-profit organization that delivers programs to vulnerable populations
- Explore Europe!
  - Weekends and three 10-day breaks to explore Europe
  - Lugano is on a major rail line. You can reach many wonderful cities in a few hours!

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.

“Study abroad taught me that the places you go aren’t as important as the things you will learn from the people you see them with.”

— former Lugano student