

# *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 Field Practicum (3 credits); MKTG 3954 Study Abroad (3 credits); ITAL 1105 Elementary Italian (3 credits)

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### **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/>



PAMPLIN COLLEGE OF  
**BUSINESS**  
VIRGINIA TECH.

## 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*