Pop Culture Affects on Marketing in Korea and Japan

Tentative Travel Dates:  Summer II 2020
Three Credits:  MGT 3954 Study Abroad

Contacts:
Jennifer Clevenger  Linda Tanko
1046 Pamplin Hall  1046 Pamplin Hall
Blacksburg, VA  Blacksburg, VA
(540) 231-9609  (540) 231-3562
jcleven@vt.edu  ltanko@vt.edu

Costs:
Program fee is $7,800, which includes lodging, airfare and some meals. Estimated total costs will be $10,766 for in-state students, $12,557 for out-of-state students.

Website:  http://international.pamplin.vt.edu/
Experience learning outside of the traditional classroom

Nationally, 75% of students believe study abroad improved their chances of getting a job

Explore the world while still being a Virginia Tech student

Expand your world view and gain cultural competency

Gain experience in the International business environment, particularly in Asia.

Focus on Korean and Japanese pop culture businesses – music, anime, gaming, manga and beauty

Your classroom is within multiple cities in Seoul, Jeju, Busan, Tokyo and Osaka

Business visits include SM Town, Innisfree, Seoul Culture Publishers, and Nexon while in Korea; Nintendo Headquarter, an animation studio, J-pop studio and a J-beauty company while in Japan.

Learn about Korean and Japanese culture through visiting historic sites such as Deoksugung Palace, Seongsan Ilchulbong, Gamcheon Cultural Village, Beomeosa Temple, Meiji Shrine, Shibuya Crossing, and Osaka Castle.

Meet with top ranking universities and their students, such as Hanyang University and Kyoto University and participate in lectures and discussions of the emergent economies throughout Asia and worldwide.

Application Deadline: March 1st. Apply early as we expect this program will fill fast. A $1,000 non-refundable deposit is required upon acceptance

Payment Deadline: TBA

Limited availability — Act now!