Marketing Majors
Study Abroad with CCSU!

Why Marketing Majors should study abroad
Study in another country – whether you are there for a few weeks, a semester, or a full year – is so much more than just traveling and being a tourist. Overseas study is an opportunity for you to gain valuable, first-hand experience that will both improve your chances of landing a job and greatly expand your career options.

As a major in the School of Business, you will have the opportunity to learn different corporate strategies, organizational structures, management policies and practices, and come to know more about global economies and markets.

Find the Right Overseas Programs for your Major

STEP 1
- Visit www.iierconn.net (CCSU’s website that will help you find the right study abroad program)
- Click on “Long Term Program Search”
- Enter a “Term” and find your major, minor, or area of interest on the pull-down menu for “Field of Study”
- Find the CCSU-sponsored listings among the search results and click the university name for more details
  - Other links – CCSU is affiliated with two organizations that offer an array of additional options; check out: GlobaLinks at www.globalinksabroad.org or ISEP at www.isep.org

STEP 2
- Meet with your advisor
- Then contact Erin Beecher in the Center for International Education (ebeecher@ccsu.edu)

Advice from the Marketing Department
1. Meet with your major advisor and start planning early for your overseas experience.
2. Remember that pre-approval by your advisor and department chair is required to obtain credit in your major.
3. Discuss your degree requirements with your advisor to determine which courses may be taken overseas and which must be taken at Central.
4. If you cannot spend a semester abroad, consider a short-term, faculty-led Course Abroad.
5. Do some homework: research the destination country, including its history, culture, laws, social/moral codes, customs, and language – visit the CIE for more information.

How Marketing is taught abroad
Many students study abroad on programs that are academically very similar to CCSU programs. The method of instruction, however, may be very different. There might be less stress on class attendance and more stress on independent study and exams, for example. Each country is different, so check the links above and come to the CIE with your questions.

Language Concerns for Marketing Majors
Partner Universities that are located in countries where English is not the native language may offer a variety of courses in English for English-speaking students – you will want to research these on the Partner University’s website. CCSU students with foreign language proficiency may also have the opportunity to take courses in the native language; and students with elementary or intermediate foreign language skills can often find programs that combine courses in English with opportunities to improve foreign language skills.

When to go abroad
Marketing Majors can study abroad at many times. CCSU offers two types of international experiences. In addition to semester and year-long programs at Partner Universities during regular fall and spring semesters, CCSU offers short-term Courses Abroad that take place in Winter Session, during Spring Break, and in the Summer.

For more information, visit www.ccsu.edu/cie or contact the Center for International Education