

## MARKETING STUDY ABROAD OPPORTUNITIES FOR FACULTY AND STUDENTS

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### ABSTRACT

James Madison University offers an undergraduate minor in European marketing, an undergraduate Global Marketing course, and an undergraduate European Business concentration which includes marketing as part of its semester in Antwerp, Belgium offerings. These courses are experiential in nature and focus on the European Union rather than any one specific country. In addition to marketing and business content, students learn about the European Union and what it takes to succeed in business in Europe.

The purpose of this Contemporary Issues Roundtable Discussion is to explore what role marketing courses play in study abroad programs and to generate and share new ideas for incorporating marketing courses in study abroad opportunities. Specifically, the roundtable will discuss the following items:

1. Appropriate marketing courses for study abroad opportunities
2. Appropriate contexts and countries for offering marketing courses abroad.
3. Marketing courses as part of an integrated business experience abroad
4. Assessing experiential coursework in a study abroad environment
5. Marketing faculty development opportunities by teaching study abroad courses

The expected result of the roundtable is a vigorous discussion of marketing study abroad opportunities at various universities, as well as generating new insights into study abroad opportunities for marketing students and faculty.