

AUSTRALIA

MARKETING AND INTERNATIONAL BUSINESS

May 14-31, 2019



Mini-term Program



Australia was a legendary destination that I would recommend without reservation to anyone seeking a development experience abroad. The emphasis Aussies place on appreciation of wildlife and the world's natural beauty was inspiring every day — some of the greatest sunsets and the most stars you will likely ever see. In a business sense, Australians interact through horizontal leadership structuring, fostering personal connections with co-workers and clients. I'm returning to the states with a few new best friends following my time traveling and studying in Oz.

Tyler Davis

UT International Academic Internship in Australia, 2018

Description:

This course will introduce students to international/global marketing with a heavy emphasis on the Australasian environment. Students will explore many aspects of marketing management such as international market opportunities, market entry strategies, and the development and implementation of marketing programs. Students will consider marketing challenges, specifically when operating in an overseas environment. Through site visits with local business, excursions, and cultural activities, students will learn more about how “The Land Down Under” has become one of the world’s largest economies.

Application Deadline: Priority – **November 30** / Final – **February 1**

Prerequisites: MGT 201, 202, or BUAD 299

Courses: BUAD 400: International Marketing (3 hrs.) / IB 489: Study Abroad

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