



Jess '22, Italy

# STUDYING ABROAD AS A MARKETING MAJOR

Study abroad enables marketing students to examine global perspectives on communications and advertising, meet with local, national and international companies, pursue professionally-driven internships, and so much more!

## MAJOR COURSES ABROAD

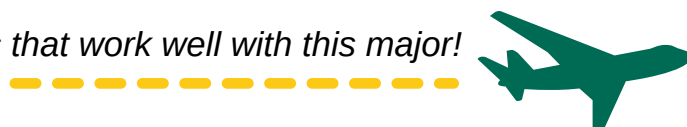
The following courses in the Marketing major can be completed abroad:

- Select MRKT courses, including MRKT 327 or 334
- MRKT electives

Students should prioritize taking Business Core courses at Siena. With few exceptions, most of these courses cannot be done abroad.

Students can also complete Core requirements abroad including, *but not limited to*: CDA (Creative Arts), CDS (Social Sciences), and Franciscan Core (CFD, CFH, CFJ, CFN).

*Check out possible study abroad locations that work well with this major!*



# STUDY ABROAD LOCATIONS

The following study abroad locations offer excellent courses for Marketing students:

## Lingnan University (Hong Kong, China)

Coursework includes:

- *e-Marketing*
- *International Marketing*
- *Digital Innovation*
- *Global Business Environment*

## Study in Portugal Network (Lisbon, Portugal)

Coursework includes:

- *Operational Marketing*
- *Groups and Inter-Group Relations*
- *Web Marketing and e-Commerce*
- *Marketing and Advertising*

## Corvinus University (Budapest, Hungary)

Coursework includes:

- *Digital and Social Media Marketing*
- *Global Marketing Simulation*
- *Consumer Behavior: Millennials and Gen Z*
- *Services Marketing*

## Centre d'Études Franco-Américain de Management (Lyon, France)

Coursework includes:

- *Sales Management and Negotiation*
- *Digital Marketing*
- *International Marketing*
- *Project Management in Marketing*

## University of Cape Town (Cape Town, South Africa)

Coursework includes:

- *Social Impact Enterprise*
- *Strategic Marketing Management*
- *Marketing Research Project*

**But wait - these aren't the only options!** Plenty of additional study abroad locations offer numerous courses for Marketing students including Australia, Ireland, South Korea, United Arab Emirates, and United Kingdom.



## WHAT'S NEXT?

- Visit [siena.edu/studyabroad](https://siena.edu/studyabroad) to research further opportunities for your undergraduate international experience
- Contact the Center for International Programs (Foy Hall 301, or email [international@siena.edu](mailto:international@siena.edu)) to chat with a study abroad advisor and begin planning!