

# SUMMER IN THE MEDITERRANEAN INTERNATIONAL MARKETING



- An introduction to International Marketing combining US-standard academics with spectacular educational travel and excursions
- Educational visits to Athens, Rome, as well as to several Greek islands by cruise ship
- Prepare for a marketing career in an international setting
- Immerse yourself in the beautiful Mediterranean island of Cyprus

**Apply Today to Study Abroad in the Summer!**

Visit our website or call us at (877) 300-7010 (toll-free)  
for more information on our study abroad programs

[www.GlobalSemesters.com](http://www.GlobalSemesters.com)



**GLOBAL  
LEARNING  
SEMESTERS**

by the University of Nicosia

# The Program

This program is designed for business students who would like an introduction to marketing in an international context.

The academic component of this program encompasses both international marketing and cultural studies in order to emphasize the need to understand the culture and environment in any international marketing exercise.

Students will compare marketing across Cyprus, Greece and Italy to marketing in the United States during their field exercises. Students travel to Athens and Rome by air and several Greek islands by cruise ship.

This program could be valuable to any business student that is considering an international career, particularly in marketing or sales.

## Course Curriculum

### **Summer in the Mediterranean: International Marketing**

**MKTG-491:** International Marketing (3 credits)

**EUS-210:** European Cultures (3 credits)

## Host Institution

The **University of Nicosia** is a well-known international institution and the largest private university in Cyprus with over 5,000 students (including 1,000 international degree-seeking students) enrolled at three campuses in the three largest cities in Cyprus.

The University of Nicosia is accredited at the bachelor's, master's and doctoral level and has particular strengths in business, international relations, engineering, computer science and some areas of the social sciences. The University has earned multiple distinguished awards such as the U.N. "Global 500" award and has the first UNESCO Chair in Cyprus.



Global Learning Semesters, Inc.  
15500 SW Jay Street #32004  
Beaverton, OR 97006  
(877) 300-7010 (toll-free)

### Summer in the Mediterranean: Int'l Marketing

Host City	Nicosia, Cyprus
Host Institution	University of Nicosia
Total Program Length	4 weeks

### Eligibility Requirements

Minimum Age	18
Minimum Collegiate Standing	Sophomore
Minimum G.P.A.	2.5

### Academics

Language of Instruction	English
Classroom Contact Hours	84-105
Typical Credits Earned	6

### Dates

Period Offered	Summer
Start Date	Early Jun
End Date	Early July
Application Deadline	April 15

Information is subject to change. Please see our website for the most current information on courses and dates.

