

International Study Abroad: China and More!
Sponsored by:
**American Marketing Association of the Jesse H. Jones School of
Business**

Come join the American Marketing Association and the Jesse H. Jones School of Business, as we visit China and more! During our 2 week trip, we will visit some of the top companies in the countries we visit and speak with executives of the various companies, as well as, take in all the sights and sounds that these countries have to offer. This trip is an academic trip, and it provides students the opportunity to apply what they have learned in class to real-world experiences. You are allowed the chance to be up-close and personal with some of the company's top executives as they explain their strategies to develop in their country and globally.

This trip is supported by a full-service company that supplies all the needs of the group. The trip cost varies based on the different locations visited. It has ranged from \$4500 - \$5400 per student. The cost of the trip covers round trip airfare, 5 star hotel accommodations, cultural excursions, most meals, and transportation while in the countries (air, bus, train).

This trip has covered multiple countries (U.S., Dubai, Singapore, and China). We have visited businesses such as Hyundai, Singapore Airlines, Nalco, Harley-Davidson, IBM, Lenovo, PR Newswire, Ogilvy, and H. Brothers Studios. We have seen the sights at the Original Confucius Institute, the Great Wall, the Forbidden City, Terra Cotta Soldiers, Burj Khalifia, Shanghai Financial Center, and the 2010 World Expo (we intend to visit the 2020 World Expo in Dubai).

The primary requirements of this trip are to be a TSU student in GOOD academic standing. Preference will be given to the AMA/JHJ students followed by any other students until all slots are filled. There is an application process, and a deposit required. There is the potential to receive some financial support, but it is not guaranteed. This trip is funded by the student.

You do not need to know how to speak Mandarin as we will be provided with an English speaking guide, but you will need a passport of your own, as well as, a desire to travel to learn! Please feel free to contact texassouthernama@gmail.com or cooleydo@tsu.edu for any questions.