



Costa Rica: Country Branding as an Eco-Tourism and Sustainable Marketing Destination

Program Description:

Excitement, adventure, and education all in one study abroad program to Costa Rica! Visits to the rainforest, an ox cart factory and a coffee plantation and roasting factory, as well as a crocodile safari and a rainforest canopy tour, are just a few of the exciting excursions on this trip. Learn how Costa Rica connects all of these together as one branded country, embracing sustainable marketing techniques, promoting eco-tourism, and creating a national brand identity!

Program Dates:

March 8 – 17, 2019

Application Deadline:

November 16, 2018

Course(s):

MKT 3933: International Marketing (3 credit hours)

Eligibility/Prerequisites:

Students need to have at least a 2.5 GPA in order to participate in this program.



MISSISSIPPI STATE UNIVERSITY™
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Office of Study Abroad



Total Program Price: \$2,350*
Application Fee: \$150 (non-refundable)
Charged: November 16, 2018
Program Fee: \$2,200
Charged: November 30, 2018

**All fees are charged to MSU student accounts.*

Program fee includes:

- International Health and Emergency Assistance insurance
- Accommodations
- All in-country transportation
- Excursions
- Entrance fees
- Daily breakfast
- Some lunches and dinners

Program fee does not include:

- MSU Tuition and Fees (charged to Student Account upon course registration)
- OSA \$30 Software Fee (charged to Student Account upon course registration)
- Airfare
- Most lunches and dinners

Faculty Director:

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***Mississippi State University reserves the right to modify the program or its costs as necessitated by changes in the international economic situation or to cancel the program if necessary.*

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MSU scholarships available

www.studyabroad.msstate.edu