



Brand France: Looking at the Cultural and Marketing Strengths of the French Brand

Program Description:

Join us on trip to Paris, Reim, and Caen in Maymester 2019 to learn about the brands that define France. Excursions include D-Day beaches, Camembert Cheese production facility, Champagne houses, fashion houses, and perfume design! We will also visit the Eiffel Tower, Arc d'Triomphe and Notre Dame Cathedral among other cultural icons that market France to visitors around the world.

Program Dates:

May 8-18, 2019

Application Deadline:

January 25, 2019

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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Total Program Price: \$2,660*

Application Fee: \$150 (non-refundable)

Charged: January 25, 2019

Program Fee: \$2,510

Charged: February 8, 2019

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

Program fee includes:

- International Health and Emergency Assistance insurance
- Lodging
- Excursion and entrance fees
- In-country travel
- Daily breakfast
- Some group meals

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 meals

Faculty Directors:

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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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