



CUBA: BRANDING AND TOURISM MARKETING

Program Description:

This is a once in a lifetime opportunity to study branding and tourism marketing strategies in one of the few locations with literally no American branding, advertising, or marketing presence. Business site visits include a working cigar factory, Havana Club (the national brand) rum museum, and a working tobacco farm where we will learn how Cubans cut and dry cigar tobacco. Destination based tourism marketing looks at how destinations are marketed. These include Varadero, Floriditas, (birthplace of the daiquiri), and the Caverna de Santo Tomas, a 46 km/8 level cave system and part of a UNESCO site.

Program Dates:

March 10– March 18, 2017

Course:

MKT 4990/6990: Cuba: Branding and Tourism Marketing (3 credit hours)

Requirements:

All students with at least a 2.5 GPA are welcome to participate in this program. This course fulfills a major requirement for Marketing majors.





Application Deadline:

October 12, 2016

Price: \$*3,100

October 12, 2016 - \$150 (non-refundable)

October 17, 2016- Payment #1: \$1,475

October 31, 2016- Payment #2: \$ 1,475

*All program fees are charged to MSU student accounts. Once each payment deadline has passed and the student's account has been charged, the fee is non-refundable.

Program cost includes:

- International health and emergency assistance insurance
- Roundtrip airfare
- Cuban visa and insurance
- Lodging
- Museum entrance fees
- All breakfast and some dinners
- In-country travel
- Havana city tour

Cost does not include:

- MSU Tuition and Fees
- Some meals

For more information contact Program Directors:
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