Hong Kong: Branding, Retailing & Tourism Marketing

Program Description:

Hong Kong, an exotic and thrilling business environment! Branding, the focus of this course is everywhere. Business site visits include Microsoft, the designer and manufacturer for such notable brands as Tommy Hilfiger, the Hong Kong Security and Futures Exchange, a jewelry manufacturing house, and City University. Cultural activities include a trip to Shenzhen, China, Lantau Island monastery, a trip to the top of Victoria Peak on Hong Kong Island, and dinner aboard one of the largest floating restaurants in the world.

Program Dates:
May 12, 2017 – May 22, 2017

Course:

MKT 4990/6990: Hong Kong Branding, Retailing, and Tourism Marketing (3 credit hours)

Requirements:
Students in any major with at least a 2.5 GPA and sophomore standing are welcome to participate in this program. This course fulfills a major requirement for Marketing majors. It can also count as a marketing elective, business elective, or general elective.

MISSISSIPPI STATE UNIVERSITY™
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Application Deadline:
January 18, 2017

Price: $3,500 *

January 18, 2017 - $150 (non-refundable)
January 20, 2017 - Payment #1: $1,675
February 17, 2017 - Payment #2: $1,675
*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
- International round-trip airfare
- Lodging
- Entrance fees
- In-country travel
- All breakfasts
- Two dinners

Cost does not include:

- MSU Tuition and Fees
- OSA Software Fee ($28)
- All meals not listed above
- Personal expenditures

For more information contact Program Director :

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MSU scholarships available

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