



ART MARKETING PROGRAMS

A GUIDE TO STUDY ABROAD

Art Marketing majors are encouraged to complete a study abroad experience as part of their degree program. This guide is designed to introduce you to the opportunities that studying abroad brings to your major. A full list of study abroad programs is available on the CGE website: <http://bit.ly/FeaturedProgramsPage>.

STUDY ABROAD CAN HELP YOU

- Apply concepts learned in class by making connections to the greater world.
- Strengthen your understanding of yourself and challenge your perceptions of the world.
- Enhance employment opportunities by providing real-life experience and adaptability.
- Increase your skills and knowledge while earning academic credit.

FINANCIAL SUPPORT

- Use federal, state and other financial aid. i.e. Pell, Hope/Zell
- Institutional and national study abroad scholarships available
- CGE/NCS provide assistance in researching and applying for funding sources

COST COMPARISON*

Cost of a summer at UNG: \$11,000-12,000 vs
Cost of a summer abroad: \$5,000-\$11,000

Cost of a semester at UNG: \$24,000-25,000 vs
Cost of a semester abroad: \$10,000-\$22,000

*Costs estimates include: tuition, fees, housing, meals, travel, and insurance. Costs are subject to change.

HOW DO I GET STARTED?

1: Plan Early! Investigate Programs

This brochure is a starting point. Check the [CGE website](#) for more programs and information.

2: Speak with an Education Abroad Advisor

Education Abroad Advisors are professional staff members that can assist you with the study abroad process. You can schedule a [meeting online](#).

3: Speak with a Professional/Faculty Advisor

Discuss how the program fits into your academic plan. You can find your academic advisor on the [Tranguid in Banner](#).

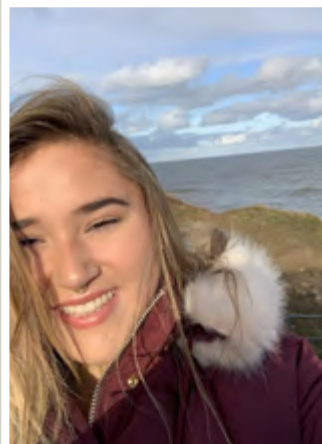
4: Research Funding

Funding opportunities can be found through the following:

- Financial Aid Office
- Nationally Competitive Scholarship Office
- Center for Global Engagement's Webpage

5: Apply!

6: Pack your bags!



"Being able to study Graphic Design at Nottingham Trent University in England shaped me to become not only more knowledgeable in other cultures but also a better designer. I am so thankful to have been able to see how art and design courses are taught in England, because they are so different. Study abroad was an amazing travel and learning experience."

Alexis Minchey, England



Asia/Pacific:

UNIVERSITY OF SYDNEY

- 📍 **Location:** Sydney, Australia
- 📅 **Program Length:** Semester
- 📖 **Credits:** 12-15 hours
- 🎓 **Sample Courses:** Contemporary Drawing, Photography and the Darkroom, Sculpture: Form and Materials, Everyday Digital Media, Style and Substance: Introducing Art History, Shock of the Now: Global Art since 1900 Marketing Principles, Consumer Behavior, Advertising: Creative Principles
- 💰 **Price Range:** \$19,000-20,000

ISEP: TOKYO INTERNATIONAL UNIVERSITY

- 📍 **Location:** Tokyo, Japan
- 📅 **Program Length:** Semester
- 📖 **Credits:** 12-15 hours
- 🎓 **Sample Courses:** Consumer Behavior, Digital Marketing, Principles of Management, Global Marketing, Principles of Marketing
- 💰 **Price Range:** \$11,000-12,000 (exchange) or \$18,000-19,000 (direct)

ISEP: UNIVERSITI PENDIDIKAN SULTAN IDRIS

- 📍 **Location:** Perak, Malaysia
- 📅 **Program Length:** Semester
- 📖 **Credits:** 12-15 hours
- 🎓 **Sample Courses:** Graphic Design, Drawing, Painting, Print Making, Sculpture, World Art History, History of Malaysian Visual Art, Macroeconomics, Introductory Marketing
- 💰 **Price Range:** \$11,000-12,000 (exchange)

ISA ENGINEERING, NATURAL SCIENCES, BUSINESS, LIBERAL ARTS & SOCIAL SCIENCES

- 📍 **Location:** Sydney, Australia
- 📅 **Program Length:** Semester
- 📖 **Credits:** 15-18 hours
- 🎓 **Sample Courses:** Ceramics: Method and Meaning, Ceramics: Wheel Throwing, Clay, Glaze and Firing Technology, Drawing, Drawing: Materials and Construction, Introduction to the Textiles Studio, Painting, Textiles, Art and the Everyday, Consumer Behavior, Marketing Fundamentals
- 🌐 **Price Range:** Please Check Website

ISA KOREAN LANGUAGE & ELECTIVES IN ENGLISH

- 📍 **Location:** Seoul, South Korea
- 📅 **Program Length:** 6 weeks (Summer)
- 📖 **Credits:** 6 hours
- 🎓 **Sample Courses:** Business and Management in Contemporary Korea, Consumer Behavior, International Marketing, Introduction to Marketing, Principles of Macroeconomics
- 🌐 **Price Range:** Please Check Website

Programs may not be available every year.

Europe:

ABERYSTWYTH UNIVERSITY

- 📍 **Location:** Aberystwyth, Wales
- 📅 **Program Length:** Semester
- 📖 **Credits:** 12-15 hours
- 🎓 **Sample Courses:** Drawing: Looking, Seeing, Thinking; Drawing: Extended Practice; Photographic Practice 1: Presence / Place; Painting: Looking, Seeing, Thinking; Painting: Extended Practice; Printmaking; Book Illustration; Foundations of Management and Marketing
- 💰 **Price Range:** \$13,000-14,000

JOHN CABOT UNIVERSITY

- 📍 **Location:** Rome, Italy
- 📅 **Program Length:** Summer or Semester
- 📖 **Credits:** 6-15 hours
- 🎓 **Sample Courses:** World Art I/II, Special Topics in Art History, Drawing - Rome Sketchbook, Introduction to Graphic Design, Introduction to Printmaking, Digital Photography, Principles of Management, Principles of Marketing, Consumer Behavior
- 💰 **Price Range:** \$8,000-9,000 (Summer) or \$17,000-18,000 (Semester)

ISEP: UNIVERSITY OF BRADFORD

- 📍 **Location:** Bradford, England
- 📅 **Program Length:** Semester
- 📖 **Credits:** 12-15 hours
- 🎓 **Sample Courses:** Foundations of Marketing, Principles of Management, Understanding Consumers, Consumer Insight, Interactive Services Marketing
- 💰 **Price Range:** \$11,000-12,000 (exchange) or \$22,000-23,000 (direct)

ISA BUSINESS, HOSPITALITY, DESIGN & LIBERAL ARTS

- 📍 **Location:** Florence, Italy
- 📅 **Program Length:** 6 weeks (Summer) or Semester
- 📖 **Credits:** 6-15 hours
- 🎓 **Sample Courses:** Digital Graphic Illustration, Ceramics (Beginner), Introduction to Street Photography, Mixed Media, Foundation/Advanced Drawing, Foundation/Advanced Painting, Florence Sketchbook, Fresco Painting, Consumer Behavior, Introduction to Marketing
- 💰 **Price Range:** \$20,000-21,000

ISA BUSINESS & LIBERAL ARTS

- 📍 **Location:** Athens, Greece
- 📅 **Program Length:** 6 weeks (Summer)
- 📖 **Credits:** 6 hours
- 🎓 **Sample Courses:** Fundamentals of Marketing, International Marketing, Digital and Social Media Marketing, Management Principles
- 💰 **Price Range:** \$10,000-11,000

CIEE BUSINESS AND CULTURE

- 📍 **Location:** Berlin, Germany
- 📅 **Program Length:** Semester
- 📖 **Credits:** 16-18 hours
- 🎓 **Sample Courses:** Principles of Financial Accounting, Macroeconomics I: The Economic Cycle and Employment, Marketing, Communication Strategies and Consumer Behavior
- 🌐 **Price Range:** Please Check Website

CIEE ECONOMICS AND CULTURE

- 📍 **Location:** Barcelona, Spain
- 📅 **Program Length:** Semester
- 📖 **Credits:** 15 hours
- 🎓 **Sample Courses:** Consumer Behavior, Macroeconomics, Marketing, Operations Management, Cost Accounting I, Catalonia and Spain Through the Arts
- 💰 **Price Range:** \$26,000-27,000

The Americas:

ISA ENVIRONMENTAL STUDIES, HEALTH CARE, LIBERAL ARTS & SPANISH LANGUAGE

- 📍 **Location:** San Jose, Costa Rica
- 📅 **Program Length:** Semester
- 📖 **Credits:** 12-15 hours
- 🎓 **Sample Courses:** Art Fundamentals: Theory and Practice, Basic Principles of Drawing, Cultural Photography, Ecological Photography, Mural Painting and Public Art
- 💰 **Price Range:** \$14,000-15,000

The Middle East:

ISEP: AMERICAN UNIVERSITY OF SHARJAH

- 📍 **Location:** Sharjah, United Arab Emirates
- 📅 **Program Length:** Semester
- 📖 **Credits:** 12-15 hours
- 🎓 **Sample Courses:** Descriptive Drawing I, Introduction to Photography, Introductory Painting, Fundamentals of Management, Fundamentals of Marketing, Consumer Behavior, Principles of Advertising, Illustration Drawing, Photography Basics, Illustration Design, Printmaking: Lithography and Screen Printing Methods
- 💰 **Price Range:** \$11,000-12,000 (exchange) or \$22,000-23,000 (direct)

