



CULTURAL & PLACE BRANDING: AMSTERDAM AND LONDON

Program Description:

Learn about branding in two cities with some of the world's most iconic landmarks, products and entertainment: Amsterdam and London. These cities are both in popular country destinations and have market products representing global brands. Students will learn about the branding and advertising strategies of Heineken, Dutch Cheese producers and Beefeater Gin - one of the oldest and best known British brands. They will also explore and study cultural icons that immediately identify these nations, including the British Parliament and Buckingham Palace of London, and the windmills and wooden shoe factories of the Netherlands.

Program Dates:

March 6-15, 2020

Application Deadline:

November 15, 2019

Course(s):

MKT 4420/6420: Marketing Travel Study I: London and Amsterdam (3 credit hours)

Eligibility/Prerequisites:

Students need to have at least a 2.5 GPA and be of sophomore standing in order to participate in this program.



MISSISSIPPI STATE UNIVERSITY™
INTERNATIONAL INSTITUTE
Office of Study Abroad



Program Price: \$2,720*

Application Fee: \$150 (non-refundable)

Charged: November 18, 2019

Program Fee: \$2,570

Charged: November 25, 2019

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

Program fee includes:

- OSA Application Fee
- International Health and Emergency Assistance insurance
- Accommodations
- Excursion and entrance fees with itinerary
- In-country ground transportation
- Train from Amsterdam to London
- Daily breakfast
- Some 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 meals

Faculty Directors:

Kevin Shanahan,
kshanahan@business.msstate.edu

Michael Breazeale,
mbreazeale@business.msstate.edu

***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.*

Office of Study Abroad

116 Allen Hall

662-325-8929

studyabroad@msstate.edu

MSU scholarships available

www.studyabroad.msstate.edu