



BRANDING THE LAND OF SMILES: THAILAND AND CAMBODIA

Program Description:

Join us at the intersection between East and West in Thailand and Cambodia to learn about branding the land of smiles! In Thailand we will visit Bangkok's floating markets, temples and Grand Palace which offer rich cultural experiences. We will visit Pandora jewelry's Thai factory to highlight development, innovation, branding and production of one of the world's largest jewelry exporters. A stop in Phuket, the pearl of Thailand offers destination branding at its best, featuring the only ethical elephant sanctuary in Thailand. We will then head to Cambodia to see one of the 7 ancient wonders, Angkor Wat, where we will learn about sustainability and branding.

Program Dates:

May 5-18, 2020

Application Deadline:

February 28, 2020

Course(s):

MKT 4430/6430: Branding the Land of Smiles: Thailand and Cambodia (3 credit hours)

Eligibility/Prerequisites:

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



MISSISSIPPI STATE UNIVERSITY™
INTERNATIONAL INSTITUTE
Office of Study Abroad



Program Price: \$2,820*

Application Fee: \$150 (non-refundable)

Charged: March 2, 2020

Program Fee: \$2,670

Charged: March 9, 2020

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

Program fee includes:

- OSA Application Fee
- International Health and Emergency Assistance insurance
- Lodging
- In-country and between country travel
- Daily breakfast
- Some lunches and dinners
- Excursions and entry fees

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)
- International airfare to and from Asia
- Some meals

Faculty Director:

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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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MSU scholarships available

www.studyabroad.msstate.edu