

# KIRKWOOD STUDY ABROAD



## AUSTRALIA PERSPECTIVES IN GLOBAL MARKETING AND BUSINESS

May 12-29, 2019  
3 Credits

### The Course: GLS-120 Education Experience Abroad (3 Credits)

This program is for any student with an interest in global business, marketing and intercultural relations. You will work in a team (face to face and virtually) with students from Kirkwood and Royal Melbourne Institute of Technology (RMIT) in Melbourne, Australia, to complete an intercultural business and marketing project. The project begins in February 2019. During the spring semester, the local team members meet in person (and virtually with the Australian students) during select Wednesdays on the Kirkwood Main Campus in Cedar Rapids from 9:05 to 10 a.m. You and your teammates will finalize and present your final plan to an actual client in Melbourne in May.

### The Locations: Sydney and Melbourne

Sydney is Australia's largest and most cosmopolitan city. It is the capital of New South Wales, the most populated state of Australia. Situated on one of the world's most picturesque and famous harbors. Sydney also boasts beautiful beaches, fantastic shops, restaurants, history and culture. Sydney's many highlights include the Harbour Bridge, the Opera House, Centrepont Tower, the spectacular harbor and white sand beaches such as Bondi and Manly. Outside of the city, you will enjoy an excursion to the Blue Mountains, a rugged region west of Sydney known for dramatic scenery, cliffs, eucalyptus forests, wildlife and waterfalls.

Further south, Melbourne is a city famous for its sense of style. There are beautiful buildings, unique shopping districts and countless shows, exhibitions and galleries to entertain. It is also very easy to get around, with the constant stream of trams. Melbourne is a haven for special events. The city's multicultural mix of people from more than 100 countries has created a myriad of cafés and restaurants. You will also explore outside of the city limits when you visit The Twelve Apostles landmark along the Great Ocean Road, and Phillip Island where you will experience one of Australia's most popular attractions: Each night at sunset you will be amazed by penguins returning ashore after a day's fishing.

### Program Highlights:

- ◆ Real-world problem-solving: tackle real global challenges at an industry level
- ◆ Global citizenship: build enduring connections and enhance your cross-cultural communication skills
- ◆ Résumé builder: showcase your global competencies for future employers by completing this project

### Included Excursions:

- ◆ Industry Visit To An International Company
- ◆ Royal Melbourne Institute of Technology (RMIT)
- ◆ Sydney Opera House
- ◆ Australian Footy (AFL) Game
- ◆ Sydney Harbour Cruise
- ◆ Blue Mountains/Bushwalk Tour
- ◆ Coogee, Bondi Beach Walk
- ◆ National Sports Museum
- ◆ Wildlife Park (Sydney)
- ◆ Great Ocean Road (Melbourne)
- ◆ Phillip Island (Penguins)
- ◆ Enchanted Maze And Zipfly Challenge Course

**Estimated Program Fee: \$3,750**  
**\$1,000 Global Advantage**  
**Scholarship Available**

### Includes:

Roundtrip Airfare  
Housing at Sydney Harbour Hostel  
and Melbourne Metro Hostel  
Health Insurance  
Some Meals  
Most In-country Transit  
Cultural Excursions with  
Experienced Faculty and Guides

### Does not include:

Tuition: 3 Credits  
Summer 2019  
Passport Fee  
Personal Expenses

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## Key Predeparture Dates:

<b>October 4, 2018:</b>	Australia Info Session for Prospective Students
<b>December 15, 2018:</b>	Application Deadline
<b>January 24, 2019:</b>	Australian Predeparture Meeting and Project Orientation with Student Teams
<b>March 7, 2019:</b>	Australian Predeparture Meeting: Departure Details and Project Updates
<b>April 13, 2019:</b>	Study Abroad Orientation Program for Summer 2019 Programs
<b>April 25, 2019:</b>	Predeparture Meeting: Australia Meeting—Departure Details and Project Updates

## Australia (Summer 2019): Tentative Itinerary

<b>May 12, 2019:</b>	Depart U.S.A.
<b>May 14, 2019:</b>	Arrive in Sydney, walking tour along George Street, exploring Paddy's Sydney market, Chinatown and Sydney Harbour areas, Harbour Cruise
<b>May 15, 2019:</b>	Opera House Tour, shopping along the beach on the Bondi to Coogee walk
<b>May 16, 2019:</b>	Industry site visit case study, Milsons Point, explore WILD LIFE Sydney Zoo, SEA LIFE Sydney Aquarium, Darling Harbour, Sydney Tower
<b>May 17, 2019:</b>	Blue Mountains/Bushwalk Tour
<b>May 18, 2019:</b>	Free day
<b>May 19, 2019:</b>	Departure from Sydney, arrive in Melbourne, Melbourne city tour
<b>May 20, 2019:</b>	Team briefing, student briefing, group work, Eureka Tower, Belgium Beer Café dinner
<b>May 21, 2019:</b>	City of Melbourne lecture and presentation
<b>May 22, 2019:</b>	Mornington Peninsula and high ropes activity course, enchanted maze
<b>May 23, 2019:</b>	Presentation workshop, Old Melbourne Gaol Hangman's Night Tour
<b>May 24, 2019:</b>	RMIT presentation
<b>May 25, 2019:</b>	Sightseeing and shopping in Melbourne area, Vic Market area, National Sports Museum, AFL Footy Game
<b>May 26, 2019:</b>	Phillip Island to observe penguins
<b>May 27, 2019:</b>	Great Ocean Road tour
<b>May 28, 2019:</b>	Free day
<b>May 29, 2019:</b>	Depart Melbourne, arrive in Cedar Rapids

### Program Contact:

**Mark Abel, Professor-Coordinator**

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