Program Description:
This innovative two-week program offers undergraduate students the opportunity to work with a variety of major companies in Germany, such as Volkswagen headquartered in Wolfsburg, to address global marketing issues, questions and themes. In this automotive city the UMass Dartmouth students will explore the global marketing strategies of the automotive and logistics industries with special emphasis on Volkswagen.

Dates: Spring 2015 Registration Required
Travel dates May 18—29, 2015

Course of Study:
Students will attend classes at UMass D and in Wolfsburg, Germany. The classes are taught in English by professors from various parts of the world. This three-credit course (MKT 362) is only available to undergraduate students. The experience and class will satisfy the international experience requirement for the International Business Minor.

Accommodations:
Students’ accommodations are in shared rooms in a new youth hostel located in Wolfsburg. Free breakfast is provided by the hostel, but other meals can be purchased in area restaurants.

See a video produced by a former student to get a feel for the program (http://vimeo.com/4919074).