



UTS BUSINESS SCHOOL JULY SHORT COURSE 2015

# STUDY INTERNATIONAL MARKETING

## and business in today's global arena

This highly interactive and innovative 3-week undergraduate program is offered by UTS Business School, located in the heart of the vibrant and dynamic city of Sydney, Australia.

The players in international business and marketing have been called the modern gladiators, for no prisoners are taken, and the outcome of commercial combat is often very clear and concise and without emotion. There are distinct winners and losers. To quote Phil Knight, the founder and Chair of 'Nike' ... "business is war without bullets"

The world of international business also shapes almost every aspect of your daily lives in some ways, both at home and at work. From where and how you live, to where and how you work, to what and how you do it and perhaps most important of all, to what the future of your work will be and its implications for your personal life.

The marketing of goods and services across cultures and in different international environments poses some unique challenges.

The July Short Course **International Marketing** helps you to develop a unique understanding and appreciation of the important business and marketing influences on products and services being sold into international environments. This involves consideration of the complex mix of cultural, political, legal, economic and other environmental factors that are unique to every country and which firms need to fully understand as part of their marketing plans.

You will also learn how to:

- > evaluate which markets are attractive
- > develop the insights into creating and building competitive advantage in international markets
- > translate that into the required marketing strategies and plans to achieve the company's business objectives.

# THE PROGRAM



## OVERVIEW

This short course is delivered in intensive mode, with a total of 39 hours of subject content, including lectures, tutorials, seminars, workshops, industry guest speakers and company visits.

The content will be delivered during both the morning and afternoon sessions, leaving some free time for individual and group study, recreation, sightseeing and other activities.

## BUILD YOUR GLOBAL NETWORK

One of the highlights of the International Marketing Short Course is the opportunity to study with students from countries all around the world, including domestic and international students currently enrolled in full undergraduate degrees at UTS Business School. This is a great way for you to make new friends and begin building your global business networks!

## FIELD TRIPS

To supplement your study, this program also includes site visits to leading industry organisations such as Tourism Australia. These visits provide invaluable insights into the application of the skills and knowledge acquired throughout your program, adding a real-world dimension to your study.

## NETWORKING EVENT

The program also includes an exclusive networking event where you will meet some of UTS Business School's key industry partners.

## SOCIAL AND CULTURAL PROGRAM

The program incorporates many opportunities to explore Sydney and experience its vibrant culture and nightlife with fellow students.

## UTS BUSINESS SCHOOL'S NEW BUILDING

Students in the short course will have the opportunity to **study in Sydney's newest iconic structure** - the Dr Chau Chak Wing Building, designed by world-renowned architect Frank Gehry. The new home to UTS Business School defines the future of business education, with innovative teaching and learning spaces and resources.

## ASSESSMENT

The Program assessment includes:

- > 1 research paper
- > 1 group project
- > final examination

## CREDIT

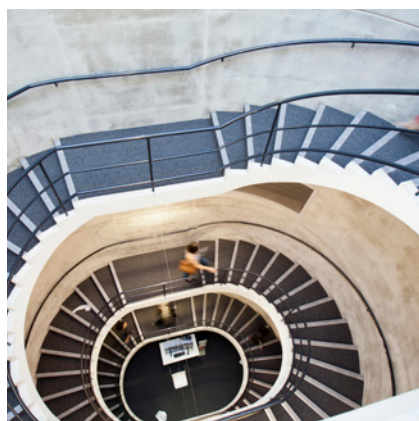
The International Marketing Short Course is for academic credit. On completion of assessments you will receive an official UTS academic transcript with a grade and percentage result that may be credited towards your degree at home. You should confirm any approvals with your home institution.

This Short Course is worth 6 UTS Credit Points, which is approximately 7.5 ECTS and 4 US Credit Hours.

Full information on UTS Credit Point conversions can be found at: [uts.edu.au/future-students/international/study-abroad-and-exchange-students/academic-information/#-a-name-credit-a-credit-points](https://uts.edu.au/future-students/international/study-abroad-and-exchange-students/academic-information/#-a-name-credit-a-credit-points)

**"The professors really know their craft, they're passionate about their industry. To learn from them was a privilege. And, you really do get amazing material beyond the textbook."**

Anora Fairchild (Mongolia), student in the July Short Course 2014



**Monday 22nd June** – A package of International Marketing preparation readings and materials will be sent to all participants

**Saturday and Sunday 4th-5th July** – Arrival in Sydney

**Sunday 5th July** 6.00pm – Welcome informal dinner

## SAMPLE 2015 TIMETABLE\*

### WEEK 1

	Monday July 6th	Tuesday July 7th	Wednesday July 8th	Thursday July 9th	Friday July 10th	Saturday and Sunday
Morning (9.30 - 12.30)	Lecture	Individual Study or Company Visit	Lecture	Individual Study or Company Visit	Lecture	Free weekend
Lunch	Welcome Lunch	Lunch break	Lunch break	Lunch break	Lunch break	
Afternoon (1.30 - 4.30)	Program Orientation and City Tour	Lecture	Individual Study or Company Visit	Lecture	Individual Study	

### WEEK 2

	Monday July 13th	Tuesday July 14th	Wednesday July 15th	Thursday July 16th	Friday July 17th	Saturday and Sunday
Morning (9.30 - 12.30)	Lecture	Individual Study or Company Visit	Lecture	Individual Study or Company Visit	Lecture	Free weekend
Lunch	Lunch break	Lunch break	Lunch break	Lunch break	Lunch break	
Afternoon (1.30 - 4.30)	Individual Study or Company Visit	Lecture	Lecture	Lecture	Individual Study	

### WEEK 3

	Monday July 20th	Tuesday July 21st	Wednesday July 22nd	Thursday July 23rd	Friday July 24th	Saturday and Sunday
Morning (9.30 - 12.30)	Lecture	Individual Study	Course revision	Individual Study	Exam	Group depart
Lunch	Lunch break	Lunch break	Lunch break	Lunch break	Lunch break	
Afternoon (1.30 - 4.30)	Individual Study	Lecture	Networking Afternoon Tea	Individual Study	Free	
6pm to 9pm					Farewell Dinner	

\*Program details subject to change



## UTS AT A GLANCE

# TOP 300

QS World University Rankings, 2014

# 21<sup>st</sup>

QS 2014 University Rankings Top 50 under 50, the 2nd highest ranking Australian university



UTS received a 5 star rating for excellence in the QS Stars™ ratings 2011-2013, based on research, teaching, employability and internationalisation

# 47<sup>th</sup>

in the Top 100 under 50 universities, Times Higher Education World University rankings 2014

# TOP 250

Times Higher Education World Rankings 2014-15

## UTS BUSINESS SCHOOL



One of less than 10% of business schools around the world accredited by AACSB International (Association to Advance Collegiate Schools of Business) - the highest standard of achievement for business schools worldwide

## PRME Principles for Responsible Management Education

Signatory to the United Nations Principles of Responsible Management Education (PRME), embedding ethical and responsible business decision-making into our curriculum

**Award winning teaching** staff who are experts in their field

Academic programs designed in consultation with leading business practitioners and associations

**State-of-the-art** teaching facilities, labs and learning resources that are available to students 24/7

Active UTS Business Student Society providing networking, social, academic and career activities

**Study business where it happens** – located in the Sydney CBD at the junction between Australia's largest business and creative precincts.

Located 1km from iconic Sydney landmarks including the Harbour Bridge, Sydney Opera House and less than 10km from the famous Bondi Beach

# TOP 75

for employer reputation, QS World University Rankings 2014 - Social Sciences and Management

# TOP 100

for **Accounting** and **Finance**, QS World University Subject Rankings 2014  
and for **Economics and Business**, US News and World Report 'Best Global Universities' rankings.

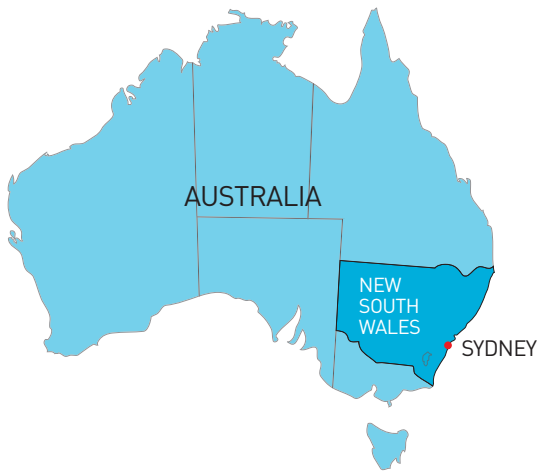
# TOP 150

for **Economics** and **Econometrics**, QS World University Subject Rankings 2014

# TOP 200

Shanghai Jiao Tong Academic Ranking of World Universities in Economics / Business 2014 - *one of only 8 Australian universities in this ranking*

# AUSTRALIA



## AUSTRALIA

POPULATION: 23.5 MILLION

AREA: 7.7 MILLION KM<sup>2</sup>

LARGEST CITY: SYDNEY (4.5 MILLION)

GDP: US\$67,000 PER CAPITA, 7TH IN WORLD  
CURRENTLY RANKED FIRST IN ASIA (AND  
SECOND IN THE WORLD) AS A GLOBAL FINANCIAL  
CENTRE BY THE WORLD ECONOMIC FORUM

Australia is a stable, culturally diverse and democratic society with one of the strongest performing economies in the world. Australia is the only nation to govern an entire continent. It is the Earth's biggest island and sixth-largest country in the world in land area, about the size of mainland United States and one and a half times the size of Europe.

Australia is home to one of the world's oldest living cultures. Aboriginal peoples arrived at least 50,000 years, and Torres Strait Islander people 10,000 years, before European settlement. Today, Australia is one of the world's most multicultural countries, a nation rich in Indigenous and immigrant cultures. Over a quarter of Australia's population was born overseas. Australia is a friendly country with a reputation as a successful and prosperous society.



*Sydney's world-famous Bondi Beach*



*The Three Sisters, an iconic structure in the World Heritage listed Blue Mountains, 75km west of Sydney.*

Australia has 10% of the world's biodiversity, and a great number of its native plants, animals and birds exist nowhere else in the world. From tropical rainforests in the north, to the deserts of the Red Centre, to the snowfields in its south-east, Australia is a vast and varied country. It has many internationally recognised World Heritage sites, including the Great Barrier Reef, Uluru-Kata Tjuta and Blue Mountains National Parks and the Sydney Opera House.

There is strong interest from overseas students in studying in Australia. Over 230,000 international students enrolled at Australian universities in 2012, making up almost a quarter of all university enrolments. Australia has an enviable reputation for world class education.

*\*Source (Austrade government website 2014)*

# SYDNEY, AUSTRALIA

## Why Sydney is one of the best cities in the world to live and study business

- > Sydney is consistently voted in the **top 10 cities** to visit around the world by Conde Nast Traveller Magazine
- > Sydney is a **cosmopolitan, international city**, with people from over 190 nations calling Sydney home.
- > Sydney averages **240 days of sunshine per year**, and even in winter you'll see people surfing and enjoying the outdoors



Visit to Allianz Stadium, the 'home of football' in Australia - July Short Course 2014

**"UTS Business School has very good connections with important companies ... UTS is a really great University with a lot to offer. "**

Alfonso Hernández Delgado (Mexico), student in the July Short Course 2014

## Sydney: Australia's financial and business capital

- > Home to 48 per cent of Australia's largest companies and the regional headquarters for many multinationals, including:
  - > 81% of finance, banking and insurance organisations
  - > 76% of all information and communications technology organisations
  - > 73% of property and business service organisations
  - > 60% of managerial regional headquarters
- > The seat of the **Australian Securities Exchange**, the first major market to open each day.
- > Home to more multinationals regional headquarters than any other place in Australia
- > Bridges the close of the US and opening of the European markets
- > Offers a highly educated, multilingual workforce with close links to growing Asian markets
- > Home to a range of knowledge-based industries:
  - > 42 per cent of Australia's information, media and telecommunications industry,
  - > 38 per cent of Australia's professional, scientific and technical services industry, and
  - > 32 per cent of Australia's GDP are in the state of New South Wales (NSW).
- > Almost 40 per cent of the nation's creative and digital workforce call Sydney home
- > Financially stable with triple-A credit ratings from both Moody's and Standard & Poor's, and is supported by world's best practice financial, legal and political systems.

\*Source (NSW State and Regional Development, Fast Facts 2013)

# FEES, ACCOMMODATION AND APPLICATION DETAILS

The UTS Business School July Short Course 2015 welcomes applications from students from any recognised university or college who meet the entry criteria for the program.

## ENTRY REQUIREMENTS

You must meet the following entry requirements for all non-degree programs at UTS.

### Academic

- > You must have completed one full year or more of study at a recognised institution including at least one introductory marketing subject at your institution
- > If you have not completed one full year at a recognised institution you can still apply if you meet the university matriculation requirements.
- > A 'credit' or 'good' average or a cumulative Grade Point Average (GPA) of 2.5 on a 4.0 point scale, or average grade of 'C' or better on the European ECTS grading scale.
- > Contact [studyabroad.exchange@uts.edu.au](mailto:studyabroad.exchange@uts.edu.au) for more information or if you are graded under a different system.

### English Language Proficiency

For information regarding English language proficiency requirements click on the link below:

[uts.edu.au/future-students/international/study-abroad-and-exchange-students/entry-requirements/english-language](http://uts.edu.au/future-students/international/study-abroad-and-exchange-students/entry-requirements/english-language)

## JULY SHORT COURSE 2015 FEES

The July Short Course 2015 fee is AUD \$3,810.00. This is a special package that includes tuition fees and accommodation at Urbanest.

Fees include:	Fees do not include:
Tuition fees	Airfares
Accommodation at Urbanest	Personal expenses
Industry visits	Most meals
Industry guest speakers	Travel and medical insurance
UTS internet and library access	Recreation and sport
Welcome lunch, networking event and farewell dinner	Transfers to and from the campus to Sydney international airport
Course materials	Text book (purchase optional)

## ACCOMMODATION

During the Short Course you will stay at either Urbanest Quay Street or Urbanest Wattle Street in a 6 bedroom, fully-serviced apartment (each with its own bathroom).

Urbanest accommodation is located within the UTS Campus precinct, renowned for its restaurants, cafes and bargain shopping.

The accommodation fee includes utilities, wireless internet and insurance.

For further information about Urbanest please visit: [urbanest.com.au/locations/sydney](http://urbanest.com.au/locations/sydney)

Alternatively you can make your own accommodation arrangements.

## LIVING COSTS

For a guide to living costs in Sydney please refer to the following website: [immi.gov.au/students/student-visa-living-costs.htm](http://immi.gov.au/students/student-visa-living-costs.htm)

## APPLICATION

Applications open on Friday 14th November 2014.

All applications must be submitted online no later than Thursday 30 April 2015.

To apply visit [uts.edu.au/future-students/international/study-abroad-and-exchange-students/your-program-options](http://uts.edu.au/future-students/international/study-abroad-and-exchange-students/your-program-options)

Successful applicants will be notified via email.

Students should arrive in Sydney by Sunday 5th July 2015. Classes will commence on Monday 6th July 2015.

## UTS CANCELLATION, REFUND AND WITHDRAWAL POLICIES

It is essential that you read and understand the UTS cancellation, withdrawal and refund policies found at:

[uts.edu.au/future-students/international/essential-information/fees-information/protocol-fees-refunds](http://uts.edu.au/future-students/international/essential-information/fees-information/protocol-fees-refunds)

## CONTACT US

Study Abroad and Exchange contacts

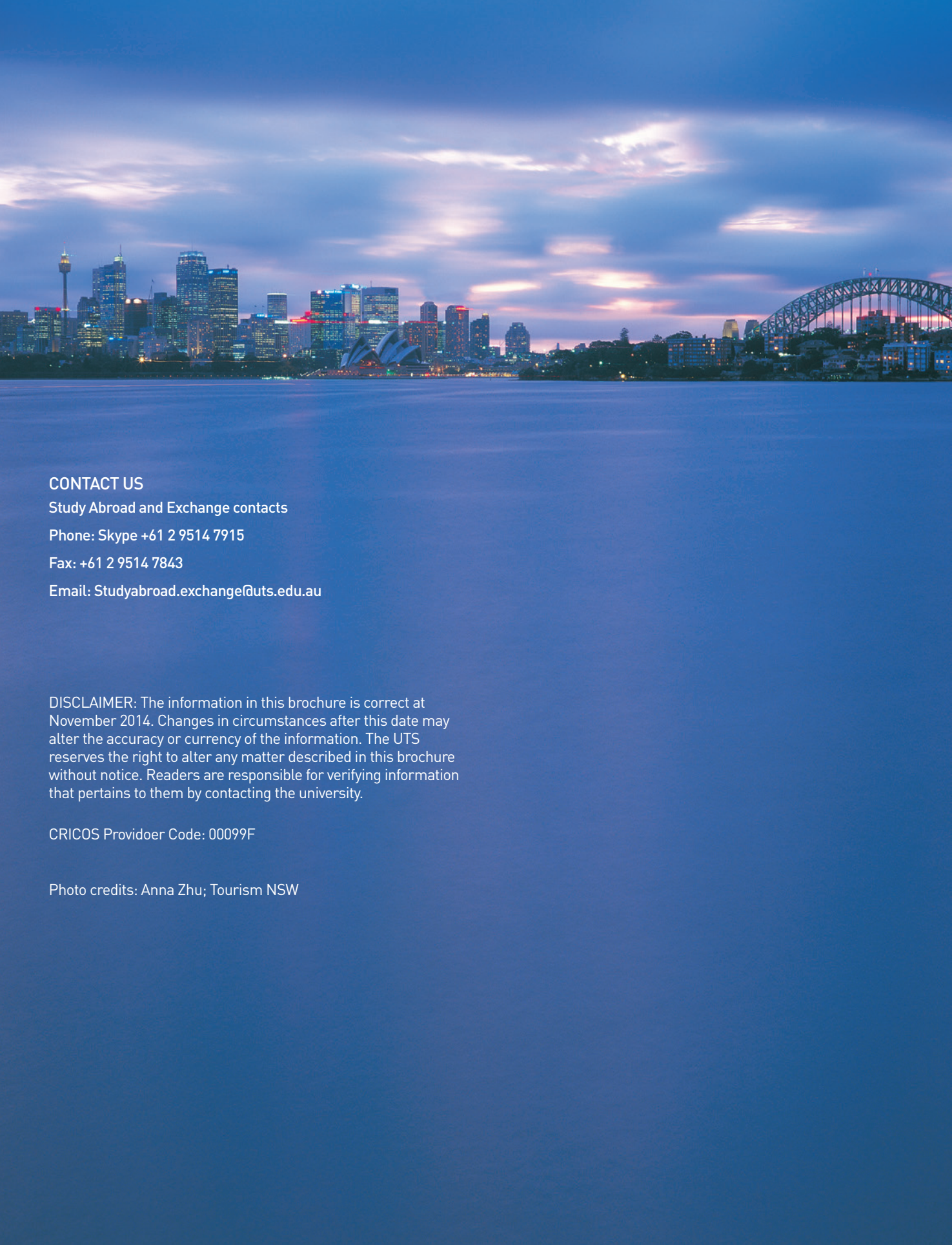
Phone: Skype +61 2 9514 7915

Fax: +61 2 9514 7843

Email: [Studyabroad.exchange@uts.edu.au](mailto:Studyabroad.exchange@uts.edu.au)







## CONTACT US

Study Abroad and Exchange contacts

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DISCLAIMER: The information in this brochure is correct at November 2014. Changes in circumstances after this date may alter the accuracy or currency of the information. The UTS reserves the right to alter any matter described in this brochure without notice. Readers are responsible for verifying information that pertains to them by contacting the university.

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