Istanbul, Turkey & Budapest, Hungary

Maymester 2015
Global Business and Media

2015

6 HOURS CREDIT

Istanbul, Turkey & Budapest, Hungary

Global Business and Media

Sponsored by the
J. Mack Robinson
College of Business,
the Institute of
International Business
and the Department
of Communication

2015

Program Highlights

Atlanta
Day-long workshop at CNN Headquarters, class
sessions focus on: Turkish and Hungarian politics,
culture, history and economy; guest speakers

Istanbul
Company visits to include Coca-Cola Eurasia and Africa
headquarters, CNN Turk, FOX Turkcell, UPS, Sabanci
Holding, Yildiz Holding (owner of Godiva Corp). Tour of
leading TV broadcasting studios and briefings. Meetings
with senior business executives. Hands-on workshop on
branding Turkey.

Budapest
Visits to Prezi, UStream, Kitchen Budapest (a media
organization), Korda Studios, Danube Institute, and
Central European University. Bike tour of Budapest.

Study with Peers Experience

Istanbul portion of your in-country experience is
designed so that 6-7 undergraduate students selected
from Marmara University will ‘shadow’ us for the entire
program. This allows for a unique learning opportunity
where you are able to gain first-hand insights from your
Turkish peers on Turkish culture, society and business.
Past participants have found this feature of the program
to be especially rewarding.

Personal Skills

The program will provide you with the opportunity
to grow professionally and personally. You can
enhance such essential skills as: interacting with
business professionals, interviewing, networking,
effective communications in a foreign country, acting as
cultural ambassadors, team building and understanding
foreign cultures.

Communication Skills

Introduction to the business of media and journalism;
how to become a multi-media storyteller; journalism
skills as an asset in the business world; developing
multi-media recording and editing techniques.

Cultural Exploration

Guided cultural tours in Istanbul and Budapest; Boat
cruises on the Bosphorus Strait and Danube River.

Program Directors

Dr. Tamer Cavusgil
(Institute of Intl. Business)

Dr. Shawn Powers
(Department of Comm.)

Contact

Paula Huntley
35 Broad Street
Suite 1431
phone: 404-413-7277
email: phuntley@gsu.edu

Application Deadline: November 15, 2014

Because program size is limited, early application is
strongly advised. Individual interviews will be scheduled
with students upon receipt of application.

Office of International Initiatives
P.O. Box 3987
Atlanta, Georgia 30302-3987

gsu.edu/studyabroad

How far will your
education take you?
Students will then travel to Istanbul and Budapest for the next twelve nights. In these two vibrant cities, they will meet with an impressive array of business leaders, political and civil society leaders, and educators. While in Istanbul, Georgia State students study with peers—a group of undergraduate students from Marmara University who participate in all activities and serve as cultural ambassadors. This cross-cultural interaction provides a unique experience which makes learning more meaningful and pleasant.

Organized visits in Istanbul include leading local companies (e.g. Turkcell) and multinational companies (Coca-Cola, ChIn, and UPS). Field tours include visits to several media organizations, including Al Jazeera Turk, Bloomberg, Fox, and NTV studios. In Budapest, students will visit Central European University, Turner Broadcasting System, Kitchen, Budapest and Prezi. We also explore Budapest on a bike tour, and enjoy a cruise on the scenic Danube River.

ACCOMMODATIONS

Participants will stay in a hotel in central Istanbul near Taksim Square, a cultural and energetic district. While in Budapest, students will stay in a centrally located hotel. Rooms are based on double occupancy.

Disability Accommodations

Students with documented disabilities who may need accommodations during their study abroad experience should discuss these needs with the Program Director and the Office of Disability Services at the time of application.

ELIGIBILITY

The course is open to students in business, journalism, media, communications, advertising and public relations at U.S. universities. Students with outstanding academic records are strongly encouraged to apply. Program size is limited and participation is contingent upon acceptance by the program directors.

CREDITS AND COURSES

Students who successfully complete the program’s two courses will receive six semester hours of course credit from the Institute of International Business (IB4410/IB8410) or the Department of Communication (JOUR4900/4905) (or three credits from each). Students cannot enroll for fewer than six credit hours. Students from other institutions should follow their school’s regulations concerning transfer credits.

Students will spend the first week in Atlanta, meeting with professors, local business leaders and media organizations to deepen their knowledge of the economic aspects of media and journalism industries.

COST

Program costs may vary at any time according to currency fluctuations and changing travel arrangements. The program fee is $4,600. PLUS standard Georgia State Tuition and fees. Non-resident/out-of-state students will pay in-state tuition plus a $250 fee in addition to the program cost.

Program Fee Includes

- Ground transportation
- Hotel accommodations (double occupancy)
- Some excursions and entrance fees
- Breakfast and some group lunches/dinners
- Health/Travel/Repatriation insurance

Program Fee Does NOT Include

- Georgia State tuition and fees
- Public transportation in Istanbul and Budapest
- Passport and visa fees (about $20)
- Personal expenses and excess baggage charges
- Additional meals and incidentals

PAYMENT SCHEDULE

January 15, 2015 – $1,500 deposit due
February 1, 2015 – $1,500 payment
March 1, 2015 – $1,600 remaining balance
(All payments are non-refundable upon receipt.)

Please pay for your program deposit by finding the program listing at www.gsu.edu/studyabroad and following the payment instructions. See your program director for more information. Please refer to the academic/registrar calendar for the tuition and fees deadline.

FUNDING AND SCHOLARSHIPS

Georgia State students are eligible to apply for the IEF Study Abroad Scholarship/Georgia State University Foundation Scholarship and may be eligible to apply for the Global Experience Scholarship. Other scholarship opportunities are available. Please speak with the program director for additional information. Visit www.gsu.edu/studyabroad or contact the Office of International Initiatives, Study Abroad Programs at 404-413-2529 for more information.

APPLICATION INFORMATION

Students interested in applying should find this program’s listing at www.gsu.edu/studyabroad and begin an online application.

Transient Students: Please see Transient Student Procedure in the Application Packet.

International students at Georgia State who hold F-1 visas must contact the Office of International Student and Scholar Services at 404-413-2070 to discuss possible implications of study abroad for their immigration status.

For more information and photos from last year’s trip, please see Transient Student Procedure in the Application Packet.

APPLICATION DEADLINE: November 15, 2014