

Major Guide: Marketing

Guidelines

Major Coursework

As a Marketing major, students should adhere to the following criteria in major course selection for study abroad:

- 3 out of 9 credit hours of Marketing elective coursework can be taken abroad
- Marketing elective coursework must reflect the focus of the major, but not overlap with Marketing core courses
- Coursework must be upper division (300 - 400 level equivalent)

*Students should meet with an International Programs and Study Abroad (IPSA) advisor to receive final approval for Marketing coursework.

Non-major Coursework

Other types of courses available for study abroad include:

- General education (ethics, arts & humanities, non-business electives)
- Pre-business core (MGT 202, ECON 211 & 213, STAT 201 equivalents)
- Business core (BULW 301, FINC 301, BUAD 332 equivalents)
- Foreign language (HCB requires completion through intermediate level)
- Collateral / concentration

Course Options

The following are examples of possible major elective courses available. This is not an exhaustive list.

- International Marketing
- Brand Management
- Distribution and Retail
- Marketing Research
- Entrepreneurial Marketing
- Marketing Communications

Timing

Students interested in pursuing Marketing elective coursework while abroad should consider:

- Students are only able to take Marketing elective coursework after completion of their tracking courses, which is typically after Sophomore year.
- Marketing majors are able to go abroad after their first semester of Freshman year if they are only taking general elective courses or Pre-Business core courses.
- Students should not study abroad their final semester at UT if they plan to graduate in May due to the delay in transcript processing.

Selecting Your Collateral / Concentration

Another option of courses to take abroad are through your collateral/concentration. Please refer to your Haslam Student Handbook for all possible combinations. The International Business (IB) concentration offers the most flexibility in course availability. Please note:

- All 12 credit hours of IB elective coursework can be taken abroad.
- Business coursework that is international in scope and upper division (300-400 level) can be counted as an IB elective.
- IB courses give students the opportunity to pursue country or region-specific coursework that offers unique insight into international business practices.

Next Steps

To learn more, schedule an advising appointment with an HCB International Programs and Study Abroad advisor through Navigate, or email haslamabroad@utk.edu to start a conversation!

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Please note, this is not an exhaustive list. Other programs available through our website may also be viable options.

Semester Programs



[ISA Paris: Business, French Language and Electives](#)

Program Type: UT Affiliate
Program Location: Paris, France

Quick Look: ABSP is accredited by the International Assembly for Collegiate Business Education and is located in the 10th arrondissement of Paris. ABSP is close to the Canal Saint Martin, an eclectic and vibrant waterway lined with student-filled cafes.



[UT Haslam College of Business in Prague](#)

Program Type: UT Affiliate
Program Location: Prague, Czech Republic

Quick Look: Take courses at the University of Economics, the Czech Republic's leading university in the field of management and economics. Whether you're a history buff, architect geek, or eclectic music fan, Prague has something for you.



[Macquarie University](#)

Program Type: UT Exchange
Program Location: Sydney, Australia

Quick Look: 10 miles from Sydney's dynamic downtown center and harbor, Macquarie University is central to diverse businesses and culture. Macquarie is renowned for its interdisciplinary teaching, highly skilled graduates, and world-class facilities.



[University of Nottingham - Ningbo, China](#)

Program Type: UT Exchange
Program Location: Ningbo, China

Quick Look: Students can enjoy a culturally enriching educational experience in China while taking classes at a globally ranked university within the UK academic system..

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Semester Programs



University of Otago

Program Type: UT Direct
Program Location: Dunedin, New Zealand

Quick Look: The University of Otago is New Zealand's first university and is ranked among the top universities in the world.



Swansea University

Program Type: UT Exchange
Program Location: Swansea, Wales

Quick Look: Study along the coastline of South Wales with UT's longest running study abroad program. Founded in 1920, Swansea University is a research-led institution with an excellent reputation for the quality of its student experience.



UT in Milan

Program Type: UT Direct
Program Location: Milan, Italy

Quick Look: Founded in 1921, Università Cattolica del Sacro Cuore is an important Catholic University in Europe. Located in the 2nd largest city in Italy and settled over 2500 years ago, Milan serves as the fashion capital of the world.

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Summer Programs



[Chinese University of Hong Kong: Language & Business](#)

Program Type: UT Exchange
Program Location: Hong Kong, China

Quick Look: Chinese University of Hong Kong combines tradition with modernity, bringing together China and the West. It is the largest, greenest, and second oldest university in Hong Kong.



[UT on the Gold Coast](#)

Program Type: UT Affiliate
Program Location: Gold Coast, Australia

Quick Look: Study in Surfer's Paradise minutes from the beaches on the Gold Coast. Griffith and Bond Universities are a bus ride away from the beaches and theme parks of the area and short train ride to the city of Brisbane.



[SAI Programs: John Cabot University](#)

Program Type: UT Affiliate
Program Location: Rome, Italy

Quick Look: Campus is located one of the Rome's oldest and most lively areas, abundant with art and excellent outdoor restaurants enjoyed by both Romans and visitors.



[ISA Vietnam: Business, Communication, Design, Fashion and Technology](#)

Program Type: UT Affiliate
Program Location: Ho Chi Minh City, Vietnam

Quick Look: RMIT is a part of the Melbourne-based university, which is Australia's largest higher education institution. Located 7km from the city center of Ho Chi Minh, students can experience a unique blend of traditional and modern with ornate pagodas and temples right around the corner from large, modern skyscrapers.