INTERNATIONAL BUSINESS & MARKETING IN NORTH AFRICA: STUDY ABROAD IN MOROCCO

Maymester Study Abroad Program: May 4 – 23, 2016

SPONSORED BY INSTITUTE OF INTERNATIONAL BUSINESS

6 SEMESTER HOURS

THE PROGRAM

This program will explore the changing business landscape in a frontier economy that is one of the most stable and fastest growing in North Africa. Lectures offered by Moroccan experts, company visits, and visits to cultural heritage sites will provide students with an impactful experiential learning opportunity. Morocco is one of the most diverse, fascinating and amazing destinations, and its economy is now becoming a model for many others in the region. We will experience Morocco, witness what it has to offer, and visit three of its world renowned cities: Marrakech, Casablanca and the capital city of Rabat.

Marrakech is mysterious and mesmerizing at every turn. Students will applaud the snake charmers, musicians and acrobats in the bazaar in Jemaa el Fna and marvel at the traditional Moroccan architecture of the Koutoubia Minaret, whose tower rises 230 feet into the air, or the ruins of the Bahia Palace.

Casablanca, on the other hand, is a city that embraces heritage and modernity where the various arts, cultures and old traditions can live harmoniously together. Casa’s new medina was built according to the traditional model. Casablanca is the economic and business center of Morocco, and the academic program is the city will comprise visits and presentations by Moroccan and international companies and organizations.

Rabat, the third leg of the program, is the political center of Morocco. The Moroccan capital was recently awarded second place in “Top Travel Destinations of 2013” by CNN, and is one of four Imperial cities of Morocco. The fabled Medina of Rabat is listed as a World Heritage site.

ELIGIBILITY

The program is open to undergraduate and graduate students who meet all academic requirements of the Georgia State University J. Mack Robinson College of Business. Program size is limited and participation is contingent upon acceptance by the Program Director.

APPLICATION DEADLINE: November 30, 2015

Please note: Georgia State University reserves the right to alter travel and other arrangements if required by circumstances. Note: Three class sessions in Atlanta prior to departure

Day 1 Depart Atlanta to Casablanca (overnight flight)
Day 2 Arrive in Casablanca and transfer to Marrakech
Guided sightseeing of Marrakech and visit the Museum of Moroccan Art (a former 17thCentury palace)
Day 3 Visit to a traditional Moroccan pharmacy
Focus on hospitality: Visit to Four Seasons Marrakech
Day 4 Return to Casablanca for guided sightseeing
Day 5 Casablanca: Visit the ESCA & U.S. Commercial Services Office & Cultural Center (Dar America)
Day 6 Lecture at ESCA & Air Liquide & Coca Cola Maroc
Day 7 Lecture at ESCA & Focus on retailing: Visit to Mall of Maroc
Day 8 Visit to the Medina & Hassan II Mosque
Visit with GE and 3M Country Managers
Day 9 Drive to Rabat visit the Chella Necropolis & Tomb of Hassan II
Day 10 Visit to the Royal Palace
Visit to DARI
Day 11 Visit to the Museum of Modern Art
Visit to the U.S. Embassy and discussion of U.S. Moroccan relationship
Day 12 Visit to the Rabat Medina and Souqs Moroccan Hammam Experience
Day 13 Free day
Day 14 Return to Atlanta

CONTACT INFORMATION

Program Director: Mourad Dakhli
Office address: 35 Broad Street, 1418
Telephone: 404-413-7435
E-mail: mdakhli@gsu.edu

Tentative Itinerary
ACCOMMODATIONS
Participants will stay in a comfortable, double-occupancy hotel in Marrakech, Casablanca, and Rabat as follows:

In Rabat – 4* Hotel Rihab – www.tripadvisor.com/Hotel_Review

DISABILITY ACCOMMODATION
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.

CREDITS AND COURSES
Participants who successfully complete the program’s International Business & Marketing in North Africa: Study Abroad in Morocco course will receive 6 semester hours of course credit at Georgia State University. Undergraduate students can register for IB4410 or MKTG4410 and graduate students should register for IB8410.

APPLICATION INFORMATION
All students must complete an interview with the Program Director before being formally accepted into the program.

Students interested in applying should find this program’s listing at mystudyabroad.gsu.edu and begin an online application. Transient Students: please see the Transients Student section under the Explore & Apply tab.

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

COST
Program cost may vary at any time according to currency fluctuations and changing travel arrangements. The program cost is tentatively set at $ 4,800 PLUS regular Georgia State University tuition and fees. Non-resident/out-of-state students will pay in-state tuition plus a $250 fee in addition to the program cost.

FUNDING AND SCHOLARSHIPS
Georgia State University 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. Visit mystudyabroad.gsu.edu and select the Scholarships & Financial Aid tab or call the Study Abroad Programs office at (404) 413-2529 for more information.

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Program Cost Includes
- Round-trip airfare
- Hotel accommodations, double occupancy
- Daily continental breakfast
- Travel between cities & local transit
- Selected city orientations
- Group cultural events
- One additional dinner
- Health/Evacuation/Repatriation medical insurance

Program Cost Does Not Include
- Georgia State tuition and fees
- Passport fees
- Additional meals
- Excess baggage charges and tips
- Personal expenses
- Public transportation in (Marrakech, Casablanca, Rabat)

PAYMENT SCHEDULE
January 15, 2015 – $1,500 deposit due
February 2, 2015 – $1,500 first payment
March 5, 2015 – $1,800 remaining balance
(All payments are non-refundable upon receipt)

Program Deposit Payments: Participants will pay program deposits by logging into PAWS. Please contact your Program Director to confirm that a Program Deposit Account has been established for this purpose before you attempt to make a payment in PAWS.

Program Payments and Remaining Program Balance: Other than the initial program deposit, all program payments—along with the remaining program balance—will be billed directly to your student account. Please refer to the Academic/Registration calendar for the tuition and fees deadline.