China
Donghua University Fashion Institute
Spring Study Abroad

DATES (tentative):
March 1 - June 30, 2014

COURSES:
FTM 491 - International Buying and Marketing (3 credits)
FTM 491 - International Product Development (3 credits)
FTM 482 - Global Marketing (3 credits)
GEP Course - Cross Cultural Studies tentative (3 credits)
GEP Course - Chinese Language 1 tentative (3 credits)

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Designed for students - the future leaders in the textile, apparel, and retail industries.
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• Gain an understanding of Chinese culture to facilitate the appreciation of Chinese consumer behavior and business practices.
• Network with both U.S. and Chinese textiles and apparel companies for potential internship and employment opportunities!

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PROGRAM COST of $8,000 includes:
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Note: Airfare, meals, visa fees, books, on-site transportation, and personal expenses are not included.

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