

Applying

The online application for Summer 2027 faculty-led Study Abroad programs is available at www.kings.edu/studyabroad.

Students will complete:

- Pre-Application or academic approval form
- Application for King's College Faculty-Led Study Abroad
- Application for King's College Study Abroad Scholarships (optional)

The application deadline for faculty-led programs is **November 15, 2026**. Scholarship applications are due **November 30, 2026**.



Faculty Leaders and Contacts

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Germany and Beyond:

Exploring Culture, Business, and Marketing in Europe



King's College Faculty-Led Study Abroad
MKT 390 or IB 241
May 17 – 29, 2027

Germany and Beyond:

Exploring Culture, Business, and Marketing in Europe



This program, led by McGowan School of Business faculty, Dr. JC Blewitt and Dr. Bora Senyigit, will be centered on a short-term study abroad program to Germany and the Netherlands. The goal of the program is for students to better understand the international market environment in which businesses operate with an emphasis on the role of environmental and cultural differences.

The Program

The world of business, commerce, and advertising is now as global as it has ever been, a world where consumers have choices at every turn, where firms are motivated by intense worldly competition, and where the average consumer is exposed to more than 5,000 pieces of marketing communication in a single day! Come and take a journey across the pond as we explore international marketing and globalization in Europe where multinational firms cluster for spillover benefits, and some of the greatest strategies are born and deployed. This course will expose students to the global nature of business, to the creative and design elements of marketing communications, and to a bucket-list destination of culture and history. This immersive international business and cultural experience will take students through four of Europe's most dynamic cities, Munich, Regensburg, Berlin, and Amsterdam, combining academic engagement, global business exposure, and cultural discovery.

The cost of the program is estimated to be \$4,900. The price includes all travel, accommodations, site visits, most meals, emergency medical insurance, and 3-credit King's College tuition. Financial aid and scholarships are available.

