Name Kathleen Krentler

Faculty/Rank Professor

Department Marketing

College Business Administration

Office phone 619-594-4762

E mail address Kathleen.Krentler@SDSU.edu

Proposal title Faculty-Led Study Abroad in Italy

Country/ies visited Italy

Institution visited John Cabot University

Dates of travel May 17 – June 29, 2011

Number of student participants 7

Previous IP proposals submitted and grants awarded
(list titles, countries and dates)

1. Title: “Integrated Marketing Communications at San Diego State University and the University of Malta;” Country: Malta; Date: 2002; (with Michael A. Belch)

2. Title: “San Mediterranee Dual Degree Program;” Country: France; Date: 2009; (with George E. Belch)
Proposal Abstract (75 word maximum)
A Faculty-Led, Study Abroad program in the College of Business. Business has worked six years to increase Study Abroad amongst its students. The effort has produced a 2,000% increase in Business students studying abroad (2005 – 2010). This program targets students not considering semester-long experiences. It is a summer program taught with John Cabot University in Rome, Italy. If successful, the CBA will expand such short, faculty-led programs hence further building Study Abroad in the college.

Travel report:

I. Opening/overview of intentions/activity
The OIP grant afforded me the opportunity to travel with a small group of SDSU students who were interested in an international experience but were reluctant to travel on their own for a longer period of time. The College of Business also had the opportunity, as a result of this trip, to explore whether faculty-led programs are a direction that we wish to take as we work to expand our study abroad program within the college.

II. In preparation for the trip abroad
- collaborated with ...........
  o Teresa Donahue, Study Abroad Director SDSU CBA
  o Travis Pentz, Study Abroad Coordinator SDSU CBA
  o Dean of John Cabot University, Rome, Italy
  o SDSU Office of International Programs
  o Marketing Faculty at John Cabot University, Rome, Italy

- researched university statistics and compared to SDSU (e.g. number of students enrolled)
  o John Cabot University is significantly smaller than SDSU. It has approximately 450 matriculated students. It does, however, host large numbers of students who are studying abroad in Italy each semester and during the summer.

- confirmed that prospective university is “recognized” by the Ministry of Education
  o John Cabot is an American university in Rome and a partner that SDSU has worked with for many years.

Upon arrival/specific activity
- What/who are the contacts made at the prospective partner university?
- What particular major/minor is of interest?
  During my time at John Cabot I was teaching two courses, an SDSU course (Introduction to Marketing) and a course for JCU (Integrated Marketing Communications). Working as a faculty member on the JCU campus provided me with significant opportunity to interact with regular JCU faculty and administrators as well as faculty who were visiting JCU
to teach for the summer as I was. I had numerous conversations, meetings, and meals with a wide variety of faculty and made contacts that I have kept up since my return to San Diego.

Conclusion, recommendation, and next step?

- **Why is this particular institution valuable for SDSU?**
  - SDSU CBA students have shown great interest in Europe as a destination for international experiences. Italy in particular is popular. As an American university, with instruction in English, John Cabot University is one of the most popular destinations for our students and I expect it will continue to be.
    - **Sustainability of project (is there a high likelihood that students in the department will be interested in studying the proposed subject area at the prospective partner university and vice versa)?**
      - Absolutely. As mentioned above, this is an ongoing partnership and our students continue to show great interest in Rome as a destination.

- **How will this exchange program (or expansion) increase participation by students in international activities, or enhance international learning environments for students?**
  - Short-term (this was a six week program) programs attract students who cannot afford are not interested in spending a longer time abroad. Hence as the CBA works toward the ultimate goal of requiring an international experience of all of our students, this approach appears to offer significant opportunity for growth.
  - **What students will benefit?**
    - As previously mentioned, students interested in studying abroad but who choose not to consider semester-long programs.
  - **What will be their activities (e.g. course work, international internships, field research, etc.)?**
    - Primarily coursework.
  - **What will be your role in promoting and supporting these activities?**
    - As Director of Undergraduate Programs I work closely with the SDSU CBA Study Abroad Director to encourage our students to undertake an international experience. Further, as a professor of marketing teaching large sections, I directly encourage my students to choose study abroad.