PROGRAM INFORMATION

Estimated program cost: $5,400
** Pricing may change due to circumstances beyond university control

Program cost includes:
- Round-trip airfare (estimated at $1,900)
- Hotel accommodation
- Some meals, field trips and excursions
- Ground transportation between sites
- Health Insurance

Additional expenses
- Tuition and related course fees
- Books
- Passport and Visa fees
- Personal expenses (est. $300—$500)

Important Dates
June 9 — June 30, 2015: Program Schedule
March 15, 2015: Application deadline
March 20, 2015: Non-refundable $500 due
March 30, 2015: 50% of remaining fee due
April 12, 2015: 100% of program fee due

Global Programs Office
Dr. Stephen Snyder
ssnyder19@davenport.edu
616-871-6176

EXPERIENCE KENYA WITH DAVENPORT

Kenya, an anchor of stability and regional business hub, is the world’s most coveted tourist destination. It is well known for its diverse cultures, flora, and fauna. More recently, Kenya has become the top business hub after South Africa, Egypt, and Nigeria with leading innovations in mobile technology in banking.

- English is the official language while Kiswahili is the national language
- Kenya grows and exports some of the world’s best coffees and teas
- Kenya is laterally bisected by the equator

With this program you will experience the geography, cultures, and hospitality of the people of Kenya this summer as you explore the marketing, health, and business/economic environments.

NAIROBI

With a population of about 3 million people, Nairobi, the capital of Kenya and the 12th largest city in Africa, hosts many local businesses and more than 100 international corporations and organizations. While here, you will experience:

- Urban culture
- Community health
- International and local business practices
- Arts & Crafts at Maasai Market
- Coffee from farm to cup
- And a lot more…

NAKURU

- Nakuru town culture
- The Great Rift Valley
- Lake Nakuru National Park
- Naivasha flower farms
- Small-scale farms

MAASAI MARA

- Safari to the Maasai Mara Game reserve

K E N Y A
Study Abroad Program
(KSAP)

Marketing and Economics

June 9 — June 30, 2015
MARKETING

Courses:
MKTG421 — International Marketing (3 Credits)
CAPS781 — Business Study Abroad (3 Credits)
MKTG638 — Marketing & Communicating in Multicultural Environments (3 Credits)

Meet Your Professor

Dr. Margaret Mwenda has PhD in Educational Policy & Leadership from The University of Iowa and an MBA from Governors State University, Illinois. She is a native of Kenya and has taught and worked in the Marketing field in Kenya (and the USA) and has many years of experience in these contexts.

Contact me:
Dr. Margaret Mwenda
Program Director
(616)554-4703
mmwenda@davenport.edu
WWW.davenport.edu/study-abroad

Experience, explore and enhance your knowledge of marketing in Kenya, one of the fastest growing economies in Africa. Through a variety of courses, you will study the marketing of automobiles, agricultural products such as tea, coffee, and cut flowers, petroleum products, and hospitality products and services.

Some organizations that partner with DU:
- General Motors East Africa - assembly and marketing of GM and other models
- Gulf Energy - distribution of petroleum products
- Coffee Farming, Auction, & Retailers
- Hospitality Services (hotels, restaurants, tour operators)

CULTURE AND ECONOMICS

Courses:
SABR 381K — Study Abroad Experience (3 Credits)
ECON 625 — Managerial Economics (3 Credits)

Meet Your Professor

Dr. Gerald Nyambane has Ph.D. Degree in Agricultural Economics from Michigan State University and he is an associate department chair at Davenport. He is a native of Kenya where he also worked as a researcher for ICIPE. His international expertise and in-country colleagues and family connections are a great asset to any participant in this study abroad program.

Contact him at ....
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