Syllabus

Course Title: Building Your Brand Abroad

Program and Date: Ireland Summer, May 30 - June 13, 2027.

Instructor Name: Cassie Davison

Instructor Home Institution and Department: Eastern Kentucky University, Marketing

Instructor Email and Phone: cassie.davison@eku.edu

Get to Know Your Professor

I'm a sales and marketing professional turned professor with over a decade of experience working with Fortune 500 companies. Throughout my career, I've worked in sales, marketing, and business development, including creating and delivering sales and marketing pitches and working with teams across different industries. I've also had the opportunity to travel internationally many times, including to Dublin, which has given me a real appreciation for experiencing different cultures and meeting people from different backgrounds. One thing I always wanted to do in college but never had the chance to was study abroad. So, now I'm making up for it! I'm excited to take a group of like-minded students to Ireland, explore Dublin, visit companies, make connections, and experience everything the country has to offer. More than anything, I want this to be an experience you enjoy, learn from, and look back on for years to come.

Course Description

Building Your Brand Abroad is an immersive study abroad experience designed to help students develop their professional brand, strengthen their sales pitch, and build confidence working in an international business environment. Students will learn how to effectively communicate their value, pitch themselves professionally, and represent a company while engaging with international businesses and professionals in Ireland.

Beyond the classroom, students will develop cultural intelligence through hands-on experiences throughout the city. By interacting with local professionals, businesses, and the community, students will gain a deeper understanding of how culture influences communication, business relationships, and sales. Company visits, professional networking, and real-world pitching opportunities will allow students to apply their skills while building a professional presence that extends beyond the U.S.

Build your professional brand while exploring how successful organizations create and grow theirs. Through company visits, cultural experiences, and hands on learning, students will examine how Irish businesses use branding, marketing, and relationship selling to connect with customers in a global marketplace. Students will develop their personal brand, strengthen their professional pitch, enhance networking skills, and learn how culture shapes business communication and customer relationships. By the end of the program, students will gain practical insights into international sales and marketing while building the confidence and professional presence needed for future

career success. Students in marketing, sales, and business will particularly benefit from this course, and it will also be helpful for anyone seeking a leadership position in a different field.

Course Level and Credit Hours

Upper Division Undergraduate and Graduate Level
Three credit hours

Prerequisite(s)

Essentials of Marketing or similar introduction to marketing class

Student Learning Outcomes

Upon completion of all coursework with a passing grade and full participation in course activities, students shall be able to:

- **Build** a strong personal brand and professional presence in an international setting.
- **Deliver** an effective professional sales pitch tailored to different audiences.
- **Exhibit** confidence in representing a company and communicating with international clients and business professionals.
- **Demonstrate** cultural intelligence through meaningful interactions with businesses, professionals, and the local community.
- **Show evidence** of gaining global business skills through company visits, networking, and hands-on sales experiences.

Required Readings and Materials

Before traveling to Ireland, you will receive a **"Building Your Brand Abroad" Pre-Departure Guide** to help you prepare for the experience. The guide will cover personal branding, creating your professional pitch, sales and networking tips, cultural intelligence, Irish business culture, and what to expect when working with international companies. We will review and discuss the guide together during our pre-departure meeting so you feel prepared and confident before we head to Ireland.

Syllabus

Assignments and Grades

The final grade will be assessed as follows:

- Pre-Departure: Build Your Brand: 15%
- TEKsystems Visit: 15%
- Fastenal Visit: 15%
- Daily Dublin Discussions & Reflections: 20%
- Post Trip Reflection Assignment: 20%
- Attendance and Participation: 15%

Total: 100%

Grading Scale

The following scale will be used to compute your grade.

90 – 100% = A
80 – 89% = B
70 – 79% = C
60 – 69% = D
Below 60% = F

Onsite Learning Experiences and Activities

Onsite learning experiences in this class will likely include the following site visits. This is a tentative list which will be replaced with a detailed daily itinerary of class meetings and field trips prior to the departure date.

- TEKsystems office tour, job shadow, panel discussion and roleplay opportunities
- Fastenal office tour, job shadow, panel discussion and roleplay opportunities
- Belfast & Cork community connect with opportunities to engage with local professionals, businesses and community organizations while learning about the culture, workforce and business environment in Northern Ireland and Ireland
- Historic and cultural sites, such as St Patrick's Cathedral, Dublin Castle, Trinity College, and the Guinness Storehouse

Attendance Policy

Attendance is mandatory at all scheduled activities and class meetings as well as field trip excursions. This includes any virtual meetings before and after the onsite experience. Repeated absences, including for ill health, will require documentation to be excused.

Academic Integrity Policy

Plagiarism or other forms of academic dishonesty (see your campus student handbook for definitions) will not be tolerated and will result in failing assignment grades or even a course grade of F. Violations of academic honesty will be reported back to student's home campus.

Syllabus

Physical Expectations

Program requires walking 3-5 miles per day on uneven pavement in all kinds of weather and long periods of standing. Students must be able to carry their own bags and belongings.

Disability Accommodation

CCSA is committed to providing access to education abroad to the extent possible in a study abroad setting. The earlier CCSA and the faculty know the needs, the more likely we can accommodate them. At a minimum, students seeking accommodations are to contact both the CCSA office and the faculty one month in advance of the program's beginning. Students seeking such accommodation must provide CCSA with a copy of the letter on file with their own Office of Disability Services outlining what services they receive on their home campus.

Title IX Policy

Sexual misconduct (including sexual harassment, sexual assault, and any nonconsensual behavior of a sexual nature) and sexual discrimination violate CCSA policies. Students experiencing such behavior may obtain support from the Onsite Program Director or the CCSA Executive Director. To report sexual misconduct or sex discrimination, contact either of these two officers. Disclosure to faculty instructors or CCSA officers of sexual misconduct, domestic violence, dating violence, or sex discrimination occurring on the program or involving a visitor, student or employee is not confidential under Title IX. Faculty and other CCSA employees are required to forward such reports, including names and circumstances, to the CCSA Executive Director.

Statement about Final Syllabus

Please note that all CCSA syllabi are subject to change, but every effort will be made to ensure participants receive notice of such changes in a timely manner.