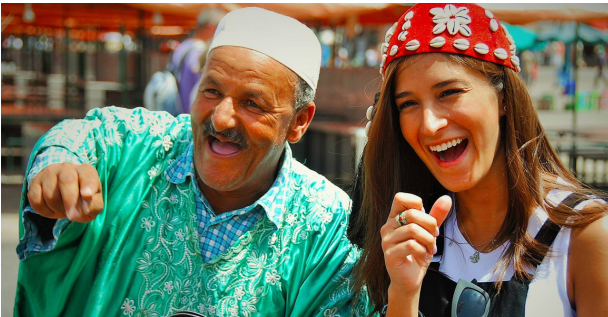


# INTERNATIONAL BUSINESS & CULTURE IN NORTH AFRICA: MOROCCO - CASABLANCA & MARRAKECH



Sponsored by the Institute of International Business



## Maymester Study Abroad Program

May 6 - 18, 2018

Program Director

Dr. Mourad Dakhli: [mdakhli@gsu.edu](mailto:mdakhli@gsu.edu)

### Program Description

This program will explore the changing business landscape in a frontier economy that is one of the most stable and fastest growing in North Africa. Lectures offered by Moroccan experts, company visits, and visits to cultural heritage sites will provide students with an impactful experiential learning opportunity. Morocco is one of the most diverse, fascinating and amazing destinations, and its economy is now becoming a model for many others in the region. We will experience Morocco, witness what it has to offer, and visit three of its world renowned cities: Marrakech, Casablanca and the capital city of Rabat.

Marrakech is mysterious and mesmerizing at every turn. Students will applaud the snake charmers, musicians and acrobats in the bazaar in Jemaa el Fna and marvel at the traditional Moroccan architecture of the Koutoubia Minaret, whose tower rises 230 feet into the air, or the ruins of the Bahia Palace.

Casablanca, on the other hand, is a city that embraces heritage and modernity where the various arts, cultures and old traditions can live harmoniously together. Casa's new medina was built according to the traditional model. Casablanca is the economic and business center of Morocco, and the academic program in the city will comprise visits and presentations by Moroccan and international companies and organizations.

Rabat, the third leg of the program, is the political center of Morocco. The Moroccan capital was recently awarded second place in "Top Travel Destinations of 2013" by CNN, and is one of four Imperial cities of Morocco. The fabled Medina of Rabat is listed as a World Heritage site.

### Accommodations

Participants will stay in a comfortable, double-occupancy hotel in Marrakech, Casablanca & Rabat.

### Application Information

The program is open to undergraduate and graduate students who meet all academic requirements of the Georgia State University J. Mack Robinson College of Business. Program size is limited and participation is contingent upon acceptance by the Program Director.

**Transient Students:** please see the Transient Student tab on the How to Apply page: [mystudyabroad.gsu.edu/prospective/how-to-apply](http://mystudyabroad.gsu.edu/prospective/how-to-apply)

**International students** at Georgia State who hold F-1 visas must contact the Office of International Students and Scholar Services at (404) 413-2070 to discuss possible implications of study abroad for their immigration status.

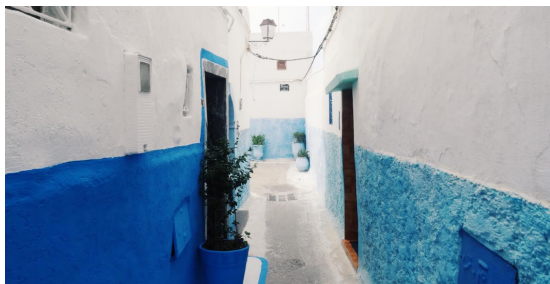
**Application Deadline: November 30, 2017**

# TENTATIVE PROGRAM ITINERARY

## Atlanta, GA

There will be a few class sessions prior to departure, where the program's coursework will be discussed, and where the students will receive important pre-departure information about health, safety & insurance. There will also be at least one class session held after returning to Atlanta for debriefing.

## Marrakech, Casablanca & Rabat, Morocco



### Courses and Credits

Participants who successfully complete the program's International Business & Marketing in North Africa: Study Abroad in Morocco course will receive 6 semester hours of course credit at Georgia State University. Undergraduate students can register for IB4410 or MKTG4410 and graduate students should register for IB8410. Students from other institutions should follow their institution's regulations concerning transfer credits.

### Program Cost

Program cost may vary at any time according to currency fluctuations and changing travel arrangements. **The program cost is tentatively set at \$4,800, PLUS regular Georgia State University tuition and fees.** Non-resident/out-of-state students will pay in-state tuition plus a \$250 fee in addition to the program cost. For more information on what the program cost does and does not include, please visit: <http://www.studyabroad.gsu.edu/?go=RCBMorocco>

### Payment Schedule

January 15, 2018 – \$1,500 deposit due  
February 2, 2018 – \$1,500 first payment  
March 5, 2018 – \$1,800 remaining balance  
**All payments are non-refundable upon receipt**

### Scholarship Information

Georgia State University students are eligible to apply for the **IEF Scholarship** and may be eligible to apply for the **Global Experience Scholarship**. Visit <http://mystudyabroad.gsu.edu/prospective/funding-study-abroad> or call the Study Abroad Programs office at (404) 413-2529 to learn more about scholarships & financial aid for study abroad.

### Program Director Contact Information

Dr. Mourad Dakhli | [mdakhli@gsu.edu](mailto:mdakhli@gsu.edu)  
35 Broad Street, Office 1418 | (404) 413-7435

**Visit <http://www.studyabroad.gsu.edu/?go=RCBMorocco> for more information!**

- Day 1 - Depart Atlanta to Casablanca (overnight flight)
- Day 2 - Arrive in Casablanca and transfer to Marrakech; guided sightseeing of Marrakech and visit the Museum of Moroccan Art (a former 17th Century palace)
- Day 3 - Visit to a traditional Moroccan pharmacy  
Focus on hospitality: Visit to Four Seasons Marrakech
- Day 4 - Return to Casablanca for guided sightseeing
- Day 5 - Casablanca: Visit the ESCA & U.S. Commercial Services Office & Cultural Center (Dar America)
- Day 6 - Lecture at ESCA & Air Liquide & Coca Cola Maroc
- Day 7 - Lecture at ESCA & Focus on retailing: Visit to Mall of Maroc
- Day 8 - Visit to the Medina & Hassan II Mosque; Visit with GE and 3M Country Managers
- Day 9 - Drive to Rabat visit the Chella Necropolis & Tomb of Hassan II
- Day 10 - Visit to the Royal Palace; Visit to DARI
- Day 11 - Visit to the Museum of Modern Art; Visit to the U.S. Embassy and discussion of U.S. Moroccan relationship
- Day 12 - Visit to the Rabat Medina and Souqs Moroccan Hamman Experience
- Day 13 - Free day
- Day 14 - Return to Atlanta