



Study Abroad Spotlight

Wine Edition

Erika Canchola

Majors: *Entrepreneurship and Marketing*

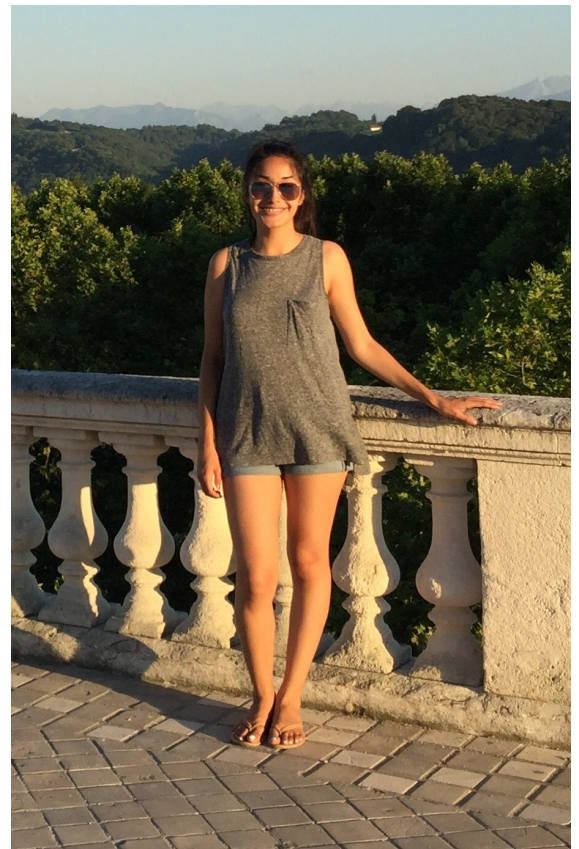
Study Abroad Program:

Global Entrepreneurship Experience

Session: *Summer 2016 (8 weeks)*

Q: Why should other students consider this program?

A: Every summer the program teams up with a business in the area to challenge students to come up with innovative ideas to help improve the business. For example, my classmates and I are helping a local French winery develop a marketing strategy so they can expand into the U.S. This program is a great resume builder, but it also comes with a lot of other perks. The school plans a few excursions so students can get to know the area; they are already included with the cost of the program.



Q: What have you enjoyed the most about the program?

A: What I have enjoyed most about the program is getting to experience an entirely new culture and meeting new people! I thought I already knew what the French culture was like, but I had no idea! I now truly understand how important it is to get outside of your comfort zone and learn about other cultures. You'll understand that in many ways we truly aren't that different.



"I decided to participate in the study abroad program in Pau because it is one of the longest programs offered for summer, it's affordable, the city is located in a great region of France, the program is perfect for my majors, and the program offers real world experience!" - Erika Canchola