Marketing Your International Experience

What are the highlights of your international experience?

Kolb’s Experiential Learning Cycle

Active Experimentation → Concrete Experience → Reflective Observation → Abstract Conceptualization

Intercultural Skills Matter!

Which of these skills did you practice during your international activity?

- Respects
- Multilingual
- Flexible
- Builds trust
- Accepts cultural differences
- Adjusts communication
- Awaits diversity
- Tolerates uncertainty
- Works in diverse teams
- Adapts to different cultures
- Listens and observes
Top 4 skills employers value from someone who has studied abroad

1. Interacting with people who hold different interests, values and perspectives
2. Understanding cultural differences in the workplace
3. Adapting to situations of change
4. Gaining new knowledge from experiences

Example Bank

Bachelor of Arts in ________  May 2014Kent State University, Kent, OH
Study Abroad
  • Webster University, Geneva, Switzerland  Fall 2013
  • Coursework focused on International Relations and Public Health Internship at World Health Organization overseas developing nations project mapping

Academic intensive coursework or international service experiences may be listed as follows:
International Short-Term Study Abroad Course
GCMT 495: International Management in Korea/Japan  Summer 2011
  • Traveled to Japan/Korea to study management in an international context.
  • Coursework focused on cultural business practices, emerging markets, etc.
International Service Immersion to Quito, Ecuador  Summer 2012
  • Deepened understanding of poverty & business practices and norms in developing countries.
  • Engaged in local culture by developing working relationships with community members, local business leaders, and navigating local marketplace.

Cover letter

For example:

"Studying abroad in Italy developed my ability to quickly build relationships and rapport. Through taking courses at an Italian university and traveling extensively on the weekends, I prioritized meeting students and travelers with backgrounds different than my own. I developed both interpersonal communication and listening skills and often overcame communication barriers through persistence and patience. I have maintained these relationships through email and online networking websites since returning to the United States. The knowledge I developed through my relationships with students of diverse backgrounds has also reinforced my sensitivity to individual differences. Since studying abroad, I have been especially attentive to how it is important to consider a variety of perspectives when making decisions or considering marketing approaches and would bring this approach to business relationships. These skills will help me succeed in your organization’s marketing position as I professionally present services to existing and potential clients and maintain positive relationships throughout and after marketing campaigns.”
Interview Practice

1. What experiences have you had working in diverse teams?

2. Give an example of when you've had to adapt to a new or challenging environment.

3. What was the most important thing you learned from your experience abroad?