

2021 INTERNATIONAL SUMMER SCHOOL IN FENG CHIA UNIVERSITY

2021
July 11~July 31

MEET YOU IN TAIWAN

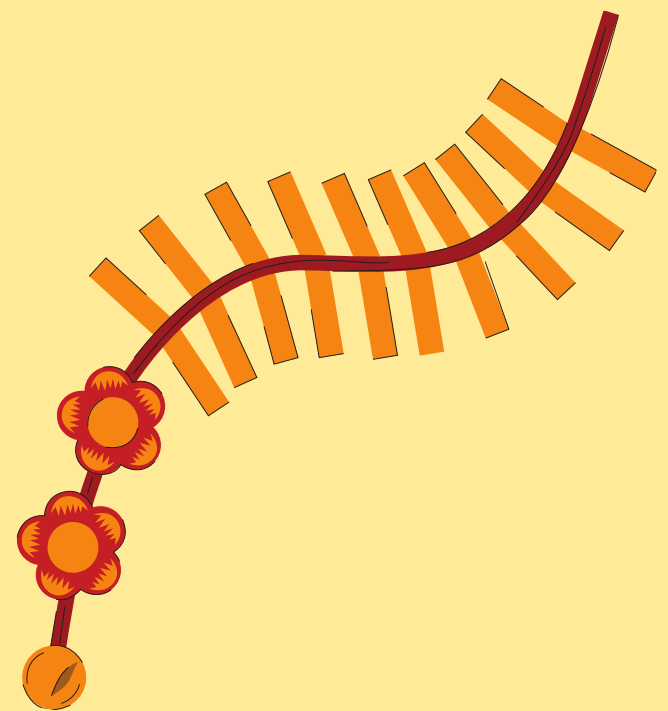
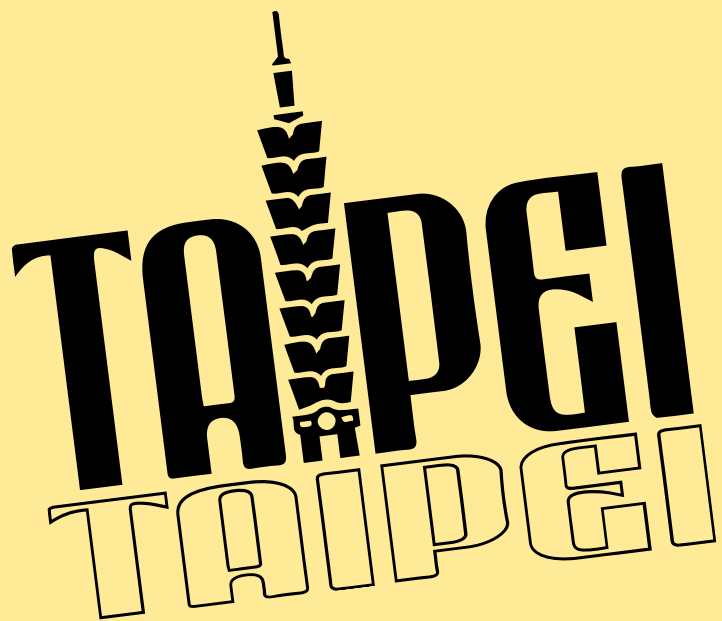


Three-week courses and get to know more about marketing and cultures in Taiwan, also with some basic Chinese language learning.

逢甲大學

Taichung, Taiwan

Introduction of 2021 ISS



This is a three-week international summer school (ISS) with two courses in 2021. Students are able to know Taiwan's local cultures, including aboriginal, Hakka and Taiwanese's in *Introduction of Marketing and Culture in Taiwan*, and *Chinese Language* course as well.

Cultural courses and trips are included in our academic courses with credits also. Let's meet new friends from other countries and enjoy an unforgettable journey in FCU 2021 summer school!



2021 ISS in FCU

COURSE: INTRODUCTION OF MARKETING AND CULTURE IN TAIWAN

This summer school would like students to learn how to market Taiwan with local cultures and features (2 credits). The lectures are as below:

- Marketing & Culture Introduction
- Sales and Promotion
- Multinational Marketing
- Taiwanese Food Culture
- Taiwanese Religious Culture
- Aboriginal Instrument Learning



Cultural trips are also included in the course:

- Two-day cross culture sharing in an aboriginal elementary school
- Traditional Chinese temple
- Beach cleaning
- Rail biking in mountain sides



CHINESE LANGUAGE

In Chinese Language (1credit), students will learn:

- Basic Pronunciation
- Distinguish the four tones in Mandarin Chinese
- Learn about number and time with simple daily conversation
- Ordering Food
- Introduction yourself in Mandarin Chinese



EXPENSES

Details & Price for Summer Course		Partner University	Non-Partner University
Tuition	Introduction of Marketing and Culture in Taiwan (2 credits)	\$475 USD	\$600 USD
	Chinese Language (1 credit)		
Housing	Dormitory (Double Room)	\$180 USD	\$180 USD
One-Way TPE Airport pick-up Service		\$20 USD	\$20 USD
Welcome party & Farewell Party		Free	

Application Deadline:

Till April 30, 2021

Application link:

<https://forms.gle/gdnT35RCpd6ZVaQv7>

Note:

- Please bring something with your countries' features and introduce it as we visit the aboriginal elementary as a cultural sharing.
- The courses and schedule may be subject to change by Office of International Affairs (OIA).
- If the COVID-19 pandemic changes or becomes serious in May , 2021, OIA has the right to make the final decision and cancel the 2021 International Summer School at May 14th.
- The latest information will be updated on the [OIA's website](#)

Contact:

Miss Yang

- Email: iss@mail.fcu.edu.tw
- Tel: +886-4-24517250 ext.2498



Office of International Affairs, Feng Chia University

No. 100, Wenhwa Rd., Seatwen, Taichung City, 40724 Taiwan, R.O.C.