

Q13. Name

Anup Paradkar

Q1. Which program did you participate in?

MBS Brand Management

Q2. Please describe the academic rigor, focus, and quality:

Manageable rigor. Excellent focus and quality.

Q3. Professors and teaching style:

Very collaborative and interactive. One of the best professors I have seen.

Q4. Fellow participants (which schools were they from, how old, etc?):

Duke, NUS

Q5. Please describe any company visits:

None

Q6. Social outings:

After class socials

Q7. Accommodations:

On campus

Q8. Best points of the experience:

Professor

Q9. Worst points or ideas for improvement:

Few organized events

Q10. On a scale from 0-10, how likely are you to recommend this exchange program to a friend or colleague?

Not at all likely

Extremely likely

0	1	2	3	4	5	6	7	8	9	10
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Q11. Primary Motivation for Participating in this Program:

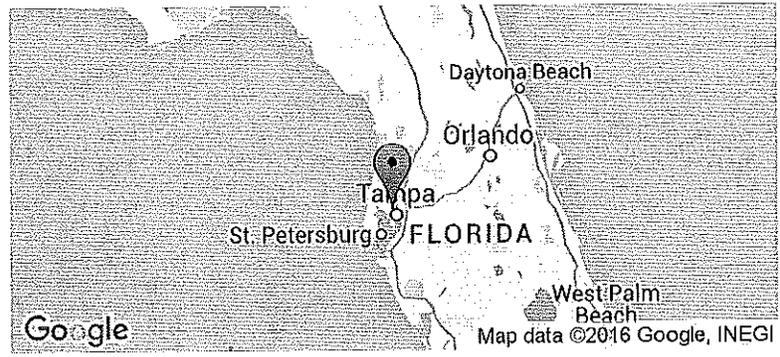
- Timing/Length of program (alignment with Kellogg's Academic Calendar)
- Academic focus
- Cultural interest in location
- Academic rigor
- MBA program ranking
- Interest in working in region post Kellogg
- Developing language skills

Q12. Any Additional Comments or Feedback:

**Location Data**

**Location:** (27.973098754883, -82.493797302246)

**Source:** GeoIP Estimation



Q13. Name

Brigham Hoegh

Q1. Which program did you participate in?

Melbourne January

Q2. Please describe the academic rigor, focus, and quality:

The program was absolutely excellent. Professor Ritter was amazing and absolutely up to the standard Kellogg would expect from leading faculty. His assigned readings were informative, relevant, and interesting, and his additional optional reading was great.

Q3. Professors and teaching style:

Excellent. Quite possibly the best professor I had during my MBA. He gave very engaging lectures and involved the (large) class in good discussion.

Q4. Fellow participants (which schools were they from, how old, etc?):

About 15 from Duke, maybe 30 from the school in Australia, various other US programs, and a few from Singapore/ other countries.

Q5. Please describe any company visits:

None.

Q6. Social outings:

Professor Ritter was amazing with organizing after class barbecues. What a great idea! He brought in local wines and local food. Excellent.

Q7. Accommodations:

So easy and clean. The school itself (same building as class) has housing that was simple but very clean, quiet, convenient.

Q8. Best points of the experience:

Professor

Q9. Worst points or ideas for improvement:

Maybe just one or two meetings with area business people--even just a panel of Australian business leaders would have been nice.

Q10. On a scale from 0-10, how likely are you to recommend this exchange program to a friend or colleague?

Not at all likely									Extremely likely	
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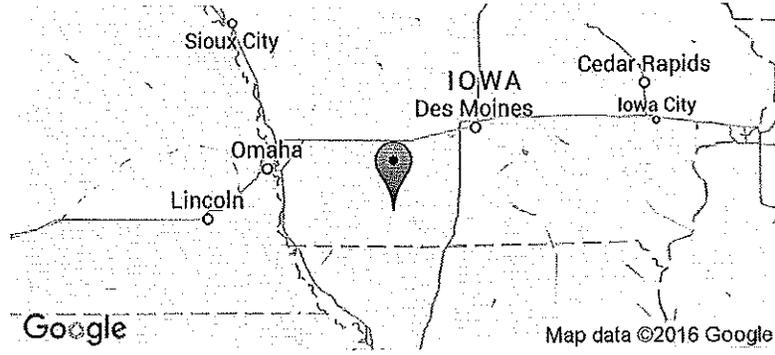
Q12. Any Additional Comments or Feedback:

Far above my expectations. A must do for any marketing major, or really any MBA--very applicable and real world as well as fun.

**Location Data**

**Location:** (40.888397216797, -94.538200378418)

**Source:** GeolIP Estimation



Q13. Name

Eva Tan

Q1. Which program did you participate in?

MBS Brand Management

Q2. Please describe the academic rigor, focus, and quality:

The professor is excellent. The quality of the course was way beyond my expectation. I came to the program for the experience, but I truly enjoyed the classes that I took. The work load was okay. There were some reading but the load was very manageable. Compare to what we have to read for Kellogg classes, the reading I did for this class was easy. Nevertheless, the quality of the class is superb and I highly recommend this program.

Q3. Professors and teaching style:

We had a British professor, Mark Ritson. His teaching style is case oriented, which is not too different from majority of the Kellogg classes.

Q4. Fellow participants (which schools were they from, how old, etc?):

Duke, University of Virginia, Singapore National University, University of Cape Town, Texas - A&M

Q5. Please describe any company visits:

no company visits

Q6. Social outings:

We had happy hours everyday after class. It was a great time getting to know people who were in the same class. We also got to try interesting side dishes such as kangaroo kabab and wallaby sausages.

Q7. Accommodations:

I stayed at MBS (what school provided). The rooms are very much like hotel rooms. Price was reasonable. Location is great.

Q8. Best points of the experience:

the professor and the class. I really enjoyed Mark's class and felt like I took away a lot. Melbourne is a great city as well. You can walk everywhere and the weather in December was amazing.

Q9. Worst points or ideas for improvement:

I wish there were social gatherings even after the happy hours.

Q10. On a scale from 0-10, how likely are you to recommend this exchange program to a friend or colleague?

Not at all likely									Extremely likely	
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Q11. Primary Motivation for Participating in this Program:

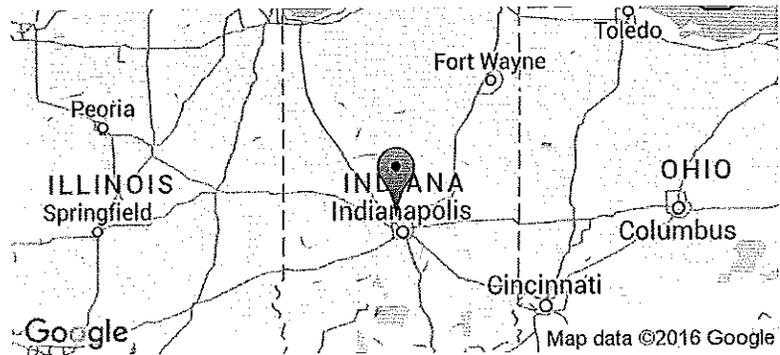
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Q12. Any Additional Comments or Feedback:

**Location Data**

**Location:** (39.904205322266, -86.234100341797)

**Source:** GeoIP Estimation



### Q13. Name

Stephanie

### Q1. Which program did you participate in?

Melbourne Business School - Brand Management & Doing Business in Australia

### Q2. Please describe the academic rigor, focus, and quality:

Brand management: The workload and material covered were similar to that of a 10-week class, crammed into 1 week. That being said, this was one of the best classes I've ever taken. Having taken several marketing classes at Kellogg, this one brought together all the material I've learned well but added a different way of thinking about a lot of it. It provided me with great frameworks on how to think about marketing problems. DBiA: This 2-week class was a lot more laid back. A variety of individuals came into to discuss different aspects of Australian business, history, and culture. Some of the lectures were quite interesting while others were not as relevant to me. The other part of the course consisted of excursions to sites around Melbourne. These were a lot of fun and gave me the chance to experience some areas I may not have otherwise seen.

### Q3. Professors and teaching style:

Brand management: Put simply, the professor knows brand management. He is quite blunt, but definitely gets his point across. Most of the class was lecture-based; but even with a class of almost 90 students, he managed to foster a lot of discussion and gave everyone the opportunity to ask questions they had. He brought some great experience into the class, and I enjoyed the way he compared the academic viewpoint to those he's gained from the real world. DBiA: There were a variety of lecturers that made up this class. The individual who organized taught some of the classes and brought in his opinions in other lectures. We also had a lot of time in this class to work on a group presentation due at the end of the two weeks. This created an opportunity to learn from each other and time to get to know some of our classmates better.

### Q4. Fellow participants (which schools were they from, how old, etc?):

Brand management: There were about 90 students - half were part-time students at MBS and the other half were exchange students, mostly from universities around the US. There were 8 of us from Kellogg, most from the part time program. Other schools with large representation included Duke, University of Texas, UNC, and University of Singapore. There were also individuals from Canada, South Africa, and Hong Kong, among others. I'd guess the majority of students (outside of Kellogg) were full time students, staying in Melbourne for the entire quarter. DBiA: There were about 30 students in the class, all exchange students. Many of these individuals attended brand management the week before as well, though there were a few new people. Again, the majority of the students were full-time students staying for the entire quarter.

**Q5. Please describe any company visits:**

Brand Management: None DBiA: We had two company visits. The first was to the Park Hyatt in Melbourne. We toured some of the rooms and talked about tourism in Australia and some of the changes that have occurred in recent years. The second was to Swisse Vitamins. The COO talked for about 45 minutes, focusing on the companies culture and how it's translated to financial success.

**Q6. Social outings:**

Brand Management: A happy hour was arranged every day after class where we got to try an Australian wine paired with an Australian meat. At the end of the week, we all went to a local brewery. DBiA: Social outings/excursions were a big part of this class. One day, we visited a wildlife sanctuary and had lunch at a winery. Another day, we toured a local brewery, followed by a lunch pairing their beer offerings with the meal. Perhaps the best outing was attending the first day of the Australian Open.

**Q7. Accommodations:**

The accommodations were extremely convenient. Most of us who were there for only 1-3 weeks stayed at the business school. There are rooms on the third floor; each room was private and had its own bathroom. Some who went chose to get an AirBnB instead, especially those staying for the entire quarter. There seemed to be a lot of options, given the university's location in the middle of the city.

**Q8. Best points of the experience:**

Academically, I loved the brand management class and would recommend it to anyone. Aside from that, the best part was meeting everyone else who was part of the program. I didn't know many of the Kellogg people there with me, and I enjoyed getting to know all of them better. I also met some great people from other schools as well. I'd also add to this that if you go, take time to explore Australia - it's a beautiful country with so many exploration options!

**Q9. Worst points or ideas for improvement:**

I took the route of replacing my winter quarter with 3 weeks in Australia. However, for those who didn't, the brand management course conflicted with the first week of classes. Be careful to ensure you don't have a first class mandatory course. Additionally, while I enjoyed DBiA (primarily for the excursions and the fact that it gave me 2 extra weeks in Australia), some of the lectures were not that interesting to me. While I understand the purpose of the course is to give a general overview of the country and its ways of operating, I thought some pieces were more relevant to those individuals who were considering a move to Australia.

Q10. On a scale from 0-10, how likely are you to recommend this exchange program to a friend or colleague?

Not at all likely									Extremely likely	
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Q11. Primary Motivation for Participating in this Program:

- Timing/Length of program (alignment with Kellogg's Academic Calendar)
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Q12. Any Additional Comments or Feedback:

My primary reason for choosing this program over others was the brand management course. However, I also liked the idea that it would provide me with a quarter's worth of credits, meaning I didn't need to travel into Chicago for the winter (and was traveling into summer instead in Australia).

### Location Data

**Location:** (47.854293823242, -122.58380126953)

**Source:** GeoIP Estimation





Q13. Name

Kaustubh Patil

Q1. Which program did you participate in?

Int'l Exchange Program - Brand Management at Melbourne Business School, Australia, Jan 4-8, 2016

Q2. Please describe the academic rigor, focus, and quality:

The course content was very comprehensive, of good quality and highly appropriate to what the course had outlined. I would say that the rigor was slightly less than what I was expecting - maybe it was because this was scheduled for the middle of the Australian summer break, and with 40% international exchange students.

Q3. Professors and teaching style:

Exceptional professor - someone who has made a lasting impression and the concepts he taught will be remembered by me for a long time. He is a true subject matter expert, and the most critical part is that he is not a pure academician - he used real-world examples in his teaching. Kellogg should consider inviting him to be a guest lecturer at some point in time!

Q4. Fellow participants (which schools were they from, how old, etc?):

Very diverse and interesting mix of fellow participants. Local MBS students were of high caliber. Other exchange students were from renowned and global business schools, from Singapore, China, and other US-based schools.

Q5. Please describe any company visits:

NA

Q6. Social outings:

The professor was kind enough to host us for evening socials the first four nights, and then also a grand happy hour on Friday. We students had organized our own events outside of that

Q7. Accommodations:

Extremely convenient, modestly priced, and perfectly meeting all my needs for the short stay.

Q8. Best points of the experience:

The opportunity to visit an awesome city and get a first-hand experience of life and business in that part of the world

Q9. Worst points or ideas for improvement:

IT (email / internet access / printing, etc.)

Q10. On a scale from 0-10, how likely are you to recommend this exchange program to a friend or colleague?

Not at all likely									Extremely likely	
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Q12. Any Additional Comments or Feedback:

**Location Data**

**Location:** (45.072402954102, -93.187400817871)

**Source:** GeoIP Estimation



### Q13. Name

Ashley Sellers

### Q1. Which program did you participate in?

Exchange at Melbourne Business School in Winter 2016

### Q2. Please describe the academic rigor, focus, and quality:

I took two classes as part of my exchange. The first was a week-long brand boot camp. This class was five days in a row from 8:30-5:30 each day. Each day also included a case which you had to complete the assignment with your assigned group. The quality of the class was very high. Most work is done in the classroom, but there are daily case readings that need to be done at night before the next day, and a final (which takes a bit of time) due afterwards. The second class was Doing Business in Australia. It was not as academically rigorous as the first class, but was really interesting. You had the opportunity to focus in on the culture and history of one country (that I was not very familiar with) and then analyze if and how that could affect business operations. Not much work required outside of the classroom. Final due afterwards which takes a little time.

### Q3. Professors and teaching style:

I took two classes as part of my exchange. The first was a week-long brand boot camp taught by Mark Ritson. This is a fantastic class. Mark does not teach the class all the time - he is a practicing consultant who comes in to teach this class occasionally. It is the best brand class I have taken thus far. Not only is he fun and engaging, but he also brings his real-time experiences with clients across the globe to the classroom with him. Would highly recommend. Pete taught the Doing Business in Australia and his attitude and energy really made this class. He really wanted the students from across the globe to get a real Melbourne experience. He lectures for about 25% of the class and then brings in different experts on each topic to teach their specific sections (such as politics, finances, agriculture, etc). The visiting professors were a great touch and mixed things up.

### Q4. Fellow participants (which schools were they from, how old, etc?):

Brand Boot camp - Mix of students from the Melbourne School of business, and students from across the globe. Most students were part time, but there were full-time students as well. Age makeup felt very similar to Kellogg. Full time students were a little but younger, but this didn't seem to matter. Doing Business in Australia - Students were all foreign exchange from across the globe. Was really great to get a global perspective on topics.



Q11. Primary Motivation for Participating in this Program:

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Q12. Any Additional Comments or Feedback:

**Location Data**

**Location:** (41.850006103516, -87.650001525879)

**Source:** GeoIP Estimation

