

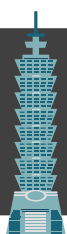


NATIONAL TAIPEI
UNIVERSITY OF BUSINESS

MORE INFO.



2026 | International Marketing & Culture Camp



International Marketing the Taiwan Way
How Taiwan Climbs onto the Global Stage

*Expand your international marketing
know-how and immerse yourself in
Taiwan's culture and cuisine!*

Learn the marketing strategies
Taiwanese companies have used to
become industry leaders in:



Information
Technology
(IT)



Sporting goods



Retail



Healthcare

KEY PROGRAM FEATURES

- All English instruction
- Company visits
- Cultural excursions
- Exploring Taipei with NTUB students
- 48 hours total contact time

ABOUT NTUB

A place you step away from the city's vibrant markets, cultural landmarks, and entertainment hubs. Combine academic insights in international marketing, with the excitement of a world-class city—an unforgettable summer awaits!

IMPORTANT DATES

APPLICATION OPENS January 27

APPLICATION DEADLINE April 30

COURSE July 6 - July 17

INFORMATION

LOCATION

NTUB main campus Taipei, Taiwan

FEE

Partner School Price: US\$ 950

Standard: US\$ 1,100

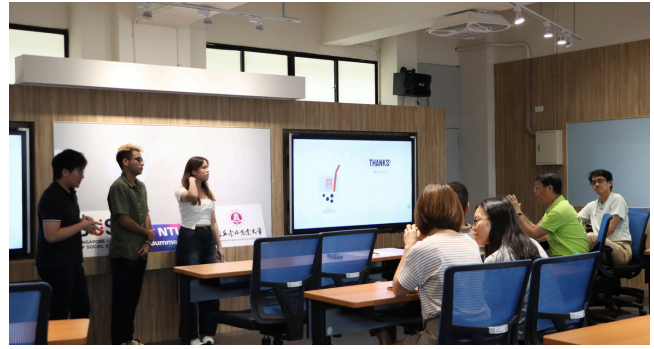
APPLY & INFO AT  marketingtaiwan.ntub.edu.tw

CONTACT US  oa@ntub.edu.tw

Classes



- Global Challenges & Opportunities
- Cross-Cultural Marketing



Company visits

- Exclusive Company Visits
- Industry Leader Insights



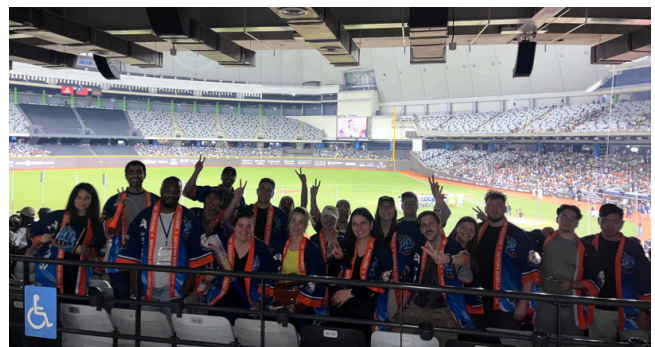
Cultural excursions

- Cultural Exploration
- Food & Lifestyle



Taipei Trips

- Taipei trip with NTUB students
- Local Life



Course Schedule

	July 6	July 7	July 8	July 9	July 10
Morning	Orientation	class	class	class	class
Afternoon	Cultural Activities	Cultural Activities	Company visit	Company visit	Cultural Activities
Night	Taipei Trip				Taipei Trip
	July 13	July 14	July 15	July 16	July 17
Morning	class	class	class	class	Final presentations
Afternoon	Cultural Activities	Company visit	Company visit	Cultural Activities	Farewell party
Night		Taipei Trip	Taipei Trip		

*This is the tentative course schedule. Please note this schedule is subject to change.

Participants' Comments



I found it to be very well organized and structured. Everyone was incredibly friendly and helpful. It was a amazing experience!

I enjoyed the pace and the activities of the course. The course expectations and requirements were easy to meet!

We really appreciated the opportunities to visit different places and experience the culture. It was also great that there was a willingness to arrange additional activities for us beyond the official program.

The entire experience was enriching and fulfilling — I had the opportunity to meet many kind Taiwanese friends and deepen my understanding of marketing through visits to Taiwanese companies.

