



1. Student information

Study programme WU	Management and Consumer Studies
Exchange semester (dd/mm/yyyy)	19/01/2024 until 13/05/2024
Exchange destination: University	University of Wisconsin- Madison
Faculty	Economics
Country	United States of America
City	Madison

2. Motivation for exchange

a. Why did you choose to go on study exchange?

Because I love travelling, exploring new places and getting to know other people. I also liked to experience a different type of teaching compared to the Netherlands.

b. What is the reason you chose for this country?

I liked that everyone speaks English since this makes it very easy to communicate with everyone.

c. What is the reason you chose for this university?

Mostly because I liked the courses they offered.

3. Accessibility to reach destination

a. Do you have any advice about reaching your exchange destination?

It is quite far, so by plane is the only reasonable possibility.

4. University and studying

a. Could you provide some general information about the followed courses?

	Course	ECTS	Short description of the contents	Appreciation of course: 1(low) – 5(high)	Remarks
1	Strategic Pricing	6	You learn about pricing products and everything that needs to be considered before the optimal price is set.	4	

2	Consumer Engagement Strategies	6	You learn about consumer experiences and how these have evolved as a result of online marketing and social media.	4	
3	Introduction to Psychology	6	You will learn a lot of different things and perspectives related to psychology. It is a very broad course.	4	
4	The Sociology of gender	8	You learn about different situations and how gender plays a role in that.	4	

b. I had sufficient possibilities to select suitable courses that were taught in English (Yes, No - Explain): Since the university is in the US, everything is taught in English, which really helps and broadens possibilities.

c. I had sufficient possibilities to select suitable courses in my field of interest (Yes, No - Explain): There were indeed quite a lot of courses which were suitable but that was also one of the criteria that I selected this university on.

d. I am satisfied with the level of the courses that I followed (Yes, No - Explain): Yes, it was different from what I was used to and maybe a little challenging in the beginning, but every beginning is hard I think.

e. I am satisfied, in the end, with the selection of courses I followed (Yes, No - Explain): I am glad that I got to do these courses and I would do them again. I would also recommend them to a friend.

f. What is it like to study there?

E.g. Study forms, academic level, examination, workload, lesson material?

I had to do more work since they have more assignments but the academic level was quite similar. I did have a class with a discussion session every week, which I at first I thought I was going to dislike, but actually quite liked in the end. It also really helped for being prepared for the exams.

g. What is the culture of the university?

E.g. How approachable are the lecturers, engagement with local students? What are the differences with WU?

My professors were really nice and you could approach them quite easily. They also all have 'office hours' where you can go to if you have a question but I personally never did.

h. What does the university offer students additionally?

E.g. Catering, sports facilities, laundry facilities?

They offer great sport facilities and also give all students a bus pass which are both great.

5. Housing-traveling-living

a. What are the possibilities for housing?

E.g. Availability to sign up for a room on campus, private rooms, rent rates?

A lot of people live in dorms but that is not guaranteed by the university. I sublet a room off campus which I really enjoyed.

b. What is the culture like?

E.g. Differences with home, local cuisine, habits, manners?

Since it is also a western country, I think that the culture is not so different. They did celebrate Saint Patrick's day when I was here, which I had heard of but which we do not celebrate in the Netherlands.

c. Could you give some information about public transport infrastructure?

E.g. Cost public transport card, taxi prices, how to travel to the university?

The university gives you a bus pass that you can use all around campus which is a really good way to get around. I often just walk everywhere and take the bus only for the longer distances. The city is very walkable, especially for an American city.

6. Expenses

a. Can you give an indication of your expenses for/during your exchange?

Category	Expenses
Travelling there	800
Visa - if applicable	180
Vaccinations - if applicable	X
Insurances (extra) - if applicable	500
Daytrips/sight-seeing	50
Housing costs per month & type of housing/accommodation	900 off campus
Grocery costs per month	200
Public transport costs per month	0
Restaurant/going out for dinner costs per month	50

b. The price levels were in general [higher; lower; equal] in comparison to in the Netherlands:

It is more expensive than the Netherlands.

c. Additional remarks regarding expenses?

No

7. Free time

a. What are must-sees in the area?

E.g. Nearby destinations, how do you prefer to travel, when to plan?

The bus is a great way of transportation for longer distances, otherwise I would just walk.

b. What does not appear in a travel guide, but is definitely worth seeing/doing?

Activities that are planned by the university. For example, they show movies weekly.

8. Challenges & best moment abroad

a. Any challenges? How did you deal with them?

Everything is new in the beginning and it can take some time to adjust. The assignments are a little different than in the Netherlands, but I just asked my professors to be sure that I understood everything well and they were always open to talk or clarify anything.

b. Best memory?

My trip to Chicago and the local farmers market.

9. Contact details

Is the reader allowed to contact the writer?	yes <input type="checkbox"/>	no <input checked="" type="checkbox"/>
Name & email address (if yes)		