



WUR Goes Abroad

1. Student information

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|---|--------------------------------|
| Study programme WU | BBC |
| Exchange semester (dd/mm/yyyy) | 08/01/2024 until 27/04/2024 |
| Exchange destination: University | University of British Columbia |
| Faculty | Commerce |
| Country | Canada |
| City | Vancouver |

2. Motivation for exchange

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

I have always been interested in cultures in other countries. I wanted to challenge myself by going somewhere by myself and I think that when you study someone you will really get to know the life over there.

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

I was looking for an English speaking country and I really liked Canada because of its nature and friendliness.

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

UBC is a very well known university and I liked the courses they offered.

3. Accessibility to reach destination

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

The only feasible option is by plane. Keep in the mind the time difference and the possible jetlag.

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 | Integrated Marketing Communication | 6 | Marketing communication campaign strategy, conceptual framework, and practical application for integrated | 5 | |

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|----------|--------------------------|---|---|---|--|
| | | | marketing communications, including advertising | | |
| 2 | Sustainability Marketing | 6 | Role of marketing in creating social value. Integration of marketing fundamentals with core social, environmental, and economic principles of sustainability. Analysis of current sustainability trends. Development of strategic and practical marketing recommendations for for-profit enterprises. Potential and pitfalls of sustainability marketing | 4 | |
| 3 | Italian Food Cultures | 6 | This course examines cultural representations of Italian or Italian-derived foods and the role that they play in articulating larger social issues in contemporary Italy, including regionalism, anti-globalization, family history, gender and sexual identities, Italian American food, tourism in Italy, and immigration to Italy. Through studying primary texts such as films and literature, students are encouraged to form a complex picture of Italy's relationships with food cultures in a global context. | 4 | Not commerce, but from another faculty |
| 4 | Sex, Gender, and Culture | 6 | An anthropological exploration of how understandings of sex and gender are culturally and historically shaped | 4 | |
| 5 | | | | | |
| 6 | | | | | |

b. I had sufficient possibilities to select suitable courses that were taught in English (Yes, No - Explain):

Yes, there was even the possibility to change courses during the first two weeks.

c. I had sufficient possibilities to select suitable courses in my field of interest (Yes, No - Explain):

Yes, UBC has different faculties connected with economics.

d. I am satisfied with the level of the courses that I followed (Yes, No - Explain):

Yes, the courses were more practical compared to Wageningen, which made it more challenging.

e. I am satisfied, in the end, with the selection of courses I followed (Yes, No - Explain):

Yes, because I could change courses the first two weeks I had more time to look for courses I really liked and talk to teachers about their courses.

f. What is it like to study there?

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

The preparation for the courses was more compared to the prep for BBC. At UBC you are also graded for your participation in class. The assignments are more practical and you are working with real companies and solve cases for them. The final grade was always composed of several assignments. For some of the courses I didn't even had an exam. You can fail one assignment if you get a higher grade on another assignment. UBC has a lot of successful alumni that are willing to share their knowledge.

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?

The culture was very friendly. Teachers are approachable, however some of them require you to address them with their title, but this is not for everyone. Teachers have office hours where you can go and ask questions about the course, but also career questions. Because everyone speaks English it's easier to blend in with the local students. UBC is very multicultural with a very large group of Asian students.

h. What does the university offer students additionally?

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

Same as in Wageningen you can buy a sports membership to try different kinds of sports classes. In some of the residences there is food where you can eat all you can eat for 20 dollars. UBC also has a lot of clubs you can become a member of.

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?

UBC offers housing to exchange students. It is also possible to find your own room through for example Facebook, there are however a lot of scammers on there.

b. What is the culture like?

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

It is very multicultural and everyone is really friendly. They are definitely less direct with for example giving feedback than the Dutch.

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 makes you pay 500 dollars for medical insurance, public transport card and some other things. With the transport card you can travel 24/7 as much as you want. Taxi prices are high, but sometimes Uber offers lower prices.

I travelled to university by foot. I lived 20 minutes from the university. It is possible to ride a bike there, but you are obligated to wear a helmet.

6. Expenses

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

| Category | Expenses |
|---|----------|
| Travelling there | €1000 |
| Visa - if applicable | €5 |
| Vaccinations - if applicable | |
| Insurances (extra) - if applicable | €200 |
| Daytrips/sight-seeing | €600 |
| Housing costs per month & type of housing/accommodation | €650 |
| Grocery costs per month | €250 |
| Public transport costs per month | |
| Restaurant/going out for dinner costs per month | €100 |

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

Higher

c. Additional remarks regarding expenses?

Groceries and rent are more expensive, however eating out in a restaurant is cheaper than in the Netherlands.

7. Free time

a. What are must-sees in the area?

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

Vancouver Island, you need to take a ferry to go there.

Whistler, in the winter you can ski there.

Wreck Beach, beautiful all year around and is close to the university.

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

Taking the sea bus to North Vancouver. It is 'free' with your public transport card and you have a nice view of the skyline of Vancouver. And go surfing in Tofino, the only place on the west coast where you can surf.

8. Challenges & best moment abroad

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

Jetlag. It was hard to deal with, but really try to directly adapt to the local time there and don't sleep during the day.

b. Best memory?

Going to Squamish with my exchange friends for the weekend and hiking to Garibaldi Lake.

9. Contact details

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|---|---|-----------------------------|
| Is the reader allowed to contact the writer? | yes <input checked="" type="checkbox"/> | no <input type="checkbox"/> |
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