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SEINÄJOKI UNIVERSITY OF APPLIED SCIENCES



UMSL Accelerate

FOSTERING INNOVATION & ENTREPRENEURSHIP

The Ultimate International Experience

Global Masters School 2022

Jumping the Pond: How can an American Brand Succeed in Europe?

Receive Graduate Credit while working on a real business case with students from around the globe.

11/16/22-11/24/22

Join THAB, SeAMK and UMSL students in St. Louis, MO to develop a global marketing and distribution strategy for flipstik.

(www.getflipstik.com)

This exciting consumer product has been featured on Shark Tank, is in retail stores across the US, and has Internet sales world-wide.

Flipstik received a \$50,000 UMSL DEI Accelerator Award.

In global teams, you will analyze current trends in international consumer products, create a global positioning strategy, study prior successful products launches, analyze distribution networks and pursue partnership opportunities to enter the European Market.

Your solutions will be presented to the leadership team at flipstik.

The course will include lectures, company visits and social activities.



Earn course credit while you explore three different universities and experience international business in three unique cultures.

Enhance your MBA by analyzing a *real business case*.



flipstik[®]

Featured In



theSTL

"I love this! I use it when navigating in my car. I can use it to stick my phone to the console of the treadmill at the gym for my workout. After I bought the first one, I bought two more for when the "sticky" finally runs out. Best phone accessory ever!"

How flipstik was born:

After catching the attention of Snoop Dogg and Diddy, Akeem didn't waste a second with his forward momentum and snagged a spot on Shark Tank. Don't let anyone tell you that rap won't get you anywhere in life - because that's exactly what got Akeem his deal! He rapped his way onto the set and showed the sharks his spunky personality which led to his ultimate success on the show.

2022 Structure and Costs

This course is part of a three-university partnership. UMSL, the School of Applied Sciences in Aschaffenburg, Germany and the School of Applied Sciences in Seinajoki, Finland have created this unique graduate offering. Students and faculty from all three universities will gather at UMSL to explore and develop a global strategy for flipstik.

There is a program fee of \$1600 for students from THAB, SeAMK and their partners. This fee covers lodging, breakfast and lunch on all course meeting days, an opening reception/dinner, a closing ceremony with dinner, and several social events.

The course will take place in St. Louis from 11/16/22 - 11/24/22.

Program Structure

11/16/22 International arrival and welcome reception

11/17/22 - 11/23/22 Lectures, social events and final presentations

11/24/22 International departure

Your evenings and weekends will be free to participate in a variety of cultural excursions, tours, and social activities.

