

**A SERVICE MARKETING MIX FOR THE SHORT TERM INTERNATIONAL STUDY TOUR**

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**ABSTRACT**

This paper explores marketing of short term (one to two week) international study tour programs to business students at two medium sized Midwestern public universities. A service marketing framework is used to define the target market and an appropriate marketing mix. The primary target market is business students who are not very interested in studying abroad, not willing to take risks or tolerate ambiguity. Elements of the service marketing mix include the product, place, promotion, pricing, people, physical evidence and process. These service marketing mix elements are discussed in relation to the primary target market for the short term study tour.

Keywords: *Study Tour, Study Abroad, Marketing, Selling Study Tours*