



## My Exchange Evaluation

### Basic Information

<i>Host University</i>	<b>Western University (Richard Ivey school of Business)</b>
<i>Semester &amp; Year of Exchange</i>	<b>Semester 2, 2018.</b>
<i>Otago degree(s)</i>	<b>BCOM</b>
<i>Major(s)</i>	<b>Marketing</b>

### Academics/ course load

*Which papers did you take whilst on exchange?*

<b>Course title</b>	<b>Language of instruction</b>	<b>Otago equivalent</b>	<b>Otago credit value</b>
<b>Entrepreneurial Marketing</b>	English	Mart300 level	18
<b>Sports and Entertainment Marketing</b>	English	Mart 300 level	18
<b>Social Media analytics and Digital Marketing</b>	English	Mart 330 level	18

*Any comments about these papers?*

I really enjoyed entrepreneurial marketing, we had a lot of interesting discussion about efficiently marketing on a low budget. The social media analytics course built upon a course Ivey students had taken in first year called 'DMA.' Without this background I found this course particularly challenging and would not recommend this course to anyone who does not have a strong ability in excel analytics.

*How did the academic experience/ workload/ style of teaching differ from Otago?*

Ivey is known for their case base method, this is a very different teaching style from Otago. Each of my classes was around 30 students, we had to sit in the same seats each class with our name plates and were expected to contribute every class. Contribution is worth 30-40% of a course grade, so it is important to try and speak up where you can. Also, because of this it really is important to read each case prior to class and try jot down some points to contribute.

## **Accommodation**

*What accommodation did you stay in? What were the pros and cons of your accommodation?*

I stayed off campus in student housing called 'the Marq.' I chose this accommodation because previous Otago students had recommended it to me and said it was 'the place to be.' Unfortunately, because the allocation of room mates is random I ended up not having the best experience. One of my room mates was particularly unwelcoming and from the very beginning made it clear that I was not allowed to use any of his pots/pans or kitchen appliances and that he expected me to purchase these things, despite my short stay of only 3 months. The positives of the accommodation is that it is around 300 metres from the student bars. If I were choosing my accommodation again I would probably try and network to find like-minded individuals and then look at getting a house together. There are housing Facebook groups that can be found through the University.

## **Money matters**

*Please detail your basic costs, e.g. accommodation, flights, visa, food, insurance*

- Flights - \$1,500 NZD
- Accommodation \$3,100 NZD
- Bus pass, course books and mandatory student insurance \$935 NZD

Fortunately, because the study period is less than 6 months I did not have to apply for a study visa and rather just an 'edta,' the Canadian equivalent of the American 'esta.' This cost around \$14 and takes very little time (one week max) to be granted. In terms of food, I probably spent slightly more per week than I would have in Dunedin, just because I found the cost of groceries to be slightly higher.

I was travelling for 3 weeks on the West Coast (Vancouver, Whistler, Kelowna) before I started my exchange, this added an additional \$2,500 to my travel expenses but was definitely worth it. The West Coast of Canada is amazing. It was nice to arrive at my University and start receiving the money from Study link, with the recent increase in Study link it is possible to live off this money each week (excluding rent). You could probably do this exchange fairly cheaply, but dear I say it, there is not a lot to do in London, Ontario. You will have a much better time the more you have because it will give you the opportunity to see better parts of Canada. With \$12,000 - \$14,000 NZD this should be achievable.

*What means did you use to access your finances? What would you recommend? (Credit card, Cash passport, foreign bank account, etc.)*

I decided to get a cash passport just prior to leaving for my exchange. I feel this was a smart decision, just because you don't get any surprises in terms of fees etc. It only costs 1\$ each time you load money onto it whereas with my visa debit, there would always be an international fee with every single transaction. I probably wouldn't bother opening a foreign bank account. I opened one at the very beginning, had trouble verifying it, so never actually used it.

## **Visas & Insurance**

*Did you have to apply for a visa? What was the process? **No***

*Did your host university have a mandatory insurance?*

Yes – This does create an added expense of around \$250 CAD.

## **Extra-curricular/Social Activities**

*What organised activities were available to students? What extra-curricular activities would you recommend to future exchange students?*

There is plenty of opportunity to join clubs and societies at the University. I would encourage you to join a club at Western University (main campus) because it provides an opportunity to meet new people who aren't at Ivey. I joined the Outdoors Club for a small fee of \$25 CAD. I went on one canoe camping trip where our group of 63 students canoed for 13km over 3 days and camped on an island in the middle of Algonquin National Park, this was a very cool experience and I made friends with a number of new exchange students.

*What was the university/ city like?*

In all honesty, London Ontario is far from a beautiful city and I don't really have much good to say about it. As a student town, the best part about the city is definitely the University. The Ivey campus is particularly nice and this is where I spent most of my time.

*Any recommendations for things to do, places to visit, places to eat etc.?*

You have to make the most of the seasons, Algonquin National Park is amazing during the fall. Try and travel as much as you can, Montreal is also very nice. If you are looking for a good cup of coffee in London, Ontario you need to go to 'Locomotive Espresso.' This is the only place where you will get a cup of coffee that tastes like home.

## **Overall Experience**

*Please write one paragraph (or more) about your exchange experience. Please include some photos!*

The Richard Ivey School of Business has a reputation as being the best business school in the whole of Canada. Everyone you meet is particularly intelligent and some have already started their own entrepreneurial business ventures so it was very cool to talk with these people. London Ontario is not a place I would ever want to live, however as a student it is a lot of fun and I have made some friends for life.



**Richard Ivey Building**



**Algonquin National Park**