

# Brad Ivey – Exchange in Vallendar, Germany

Major: Marketing & Entrepreneurship

## I studied abroad because...

I wanted to study abroad so that I could force myself out of my comfort zone and try to expand my knowledge beyond what I am used to.

## My favorite spot in my host city was...

I really enjoyed the view from my apartment patio, it looked down onto the town and the Rhine River

## One cool thing that happened was...

I got to visit a regional brewery where the CEO took us on a tour and let us help him develop a marketing plan for his company.

## The most unforgettable thing that happened...

Watching the opening of the EuroCup outside at a beer festival

## Ask me about...

Language immersion and finding great views

## Something I took away from my time abroad is...

Travelling never really goes exactly to plan so I learned to relax and just let things work themselves out.

## The most surprising thing about studying abroad is...

People are really welcoming to international students, once you got to know them. I thought people would tend to shy away or ignore us.