
RAIKES SCHOOL –
STUDY ABROAD
BRAZIL

3 CREDITS THIS MAY 2027

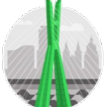
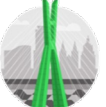
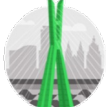
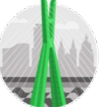
SÃO PAULO • UBATUBA • RIO DE JANEIRO

Program Summary

CITIES	São Paulo Ubatuba Rio de Janeiro
PARTNERS	UNL Global Experiences ESPM University (Sao Paulo, Rio de Janeiro)
COMPANY VISITS (tentative)	TikTok, Natura, Heineken, American Chamber of Commerce (or American Consulate), Chilli Beans, Havaianas
CREDITS	3
COURSE	International Studies in Business and Marketing: Global Branding
INSTRUCTION	Robert Mackalski Theresa Arneal

Program Calendar — May 2027



2027 MAY						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
25	26	27	28	29	30	1
2	3 	4	5	6	7	8
9 	10 	11 	12 	13 	14 	15 
16 	17 	18 	19 	20 	21 	22
23	24	25	26	27	28	29
30	31	1	2	3	4	5



Lincoln



Sao Paulo



Ubatuba



Rio

3 CREDITS THIS MAY

INTERNATIONAL STUDIES IN BUSINESS & MARKETING

Prerequisites: [MRKT 341](#) or Permission of Program Coordinator or major interest in marketing.

A passport to travel in some countries is required, an educational visa may be required. Student must confer with the College of Business (CoB) academic advisor to determine if course work is applicable towards a specific CoB major. Travel outside the United States is required. Arrangements for payment and program costs (tuition, transportation, room and/or board, etc.) will depend on the program, foreign currency rates and other factors.



Learning @ a Glance



HARVARD | BUSINESS | SCHOOL

9-412-052
REV. JUNE 26, 2013

ROBERT G. ECCLES
GEORGE SERAFEIM
JAMES HEFFERNAN

Natura Cosméticos, S.A.

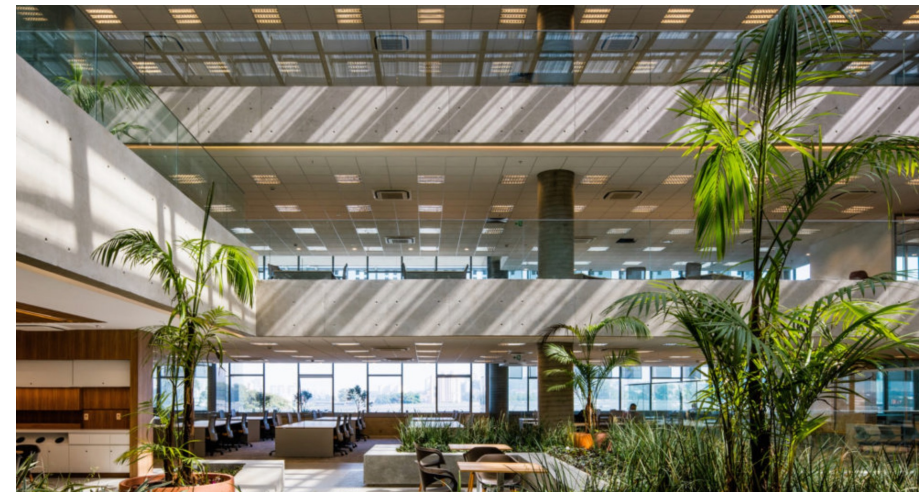
"Natura is recognized in Brazil and the world for its unceasing efforts to infuse sustainability into the company's day-to-day business. Our main challenge, however, is to improve the combined management of the economic, social, and environmental aspects throughout the processes of the company." – Natura Annual Report, 2009

It was early Thursday morning, December 2, 2010, and Rodolfo Guttilla, Director of Corporate Affairs for Natura Cosméticos S.A. (Natura), was in the process of final preparations for the day-long meeting that was about to begin. Today's meeting was a multi-stakeholder panel convened to discuss the future of integrated reporting at Natura.

Senior leadership was convinced that Natura's remarkable success over the years had been aided by its corporate responsibility and strategy to continuously seek improvements in both financial and nonfinancial (e.g., environmental, social, and governance) performance. Natura had created one of Brazil's strongest corporate brands which had facilitated international and domestic growth and was a contributing factor in supporting Natura's premium price and higher margins.¹ Employees were extremely motivated, with outside research showing that their productivity was higher than their peers.² Natura was consistently rated as one of the preferred places to work in Brazil, and its focus on social and environmental responsibility was a source of inspiration and innovation.³ Market share growth had been strong, and in recent years Natura had pulled ahead of Unilever and Avon and now held Brazil's leadership position in the cosmetics, fragrances, and toiletries (CP&T) industry.⁴ And in a proud moment for the organization, in 2009 Natura's direct sales business model generated income



Company Visits



Proposed Accommodations



SÃO PAULO

Alameda Itu, 1151,
Sao Paulo, Brazil
01421-001
[Website](#)



UBATUBA

Hotel Wembley
Praia das Toninhas
Rua A, 147
Praia de Ubatuba, SP, Brazil
Tel: 55 (12) 3842-0198
[Website](#)



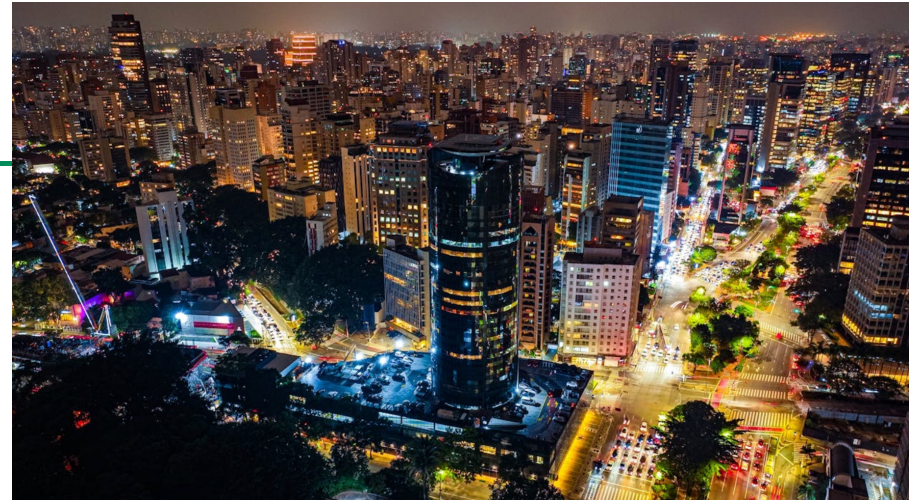
RIO DE JANEIRO

Sol Ipanema
Av Vieira Souto 320
Ipanema, Rio De Janeiro
Tel: +55 (21) 2 5252020
[Website](#)

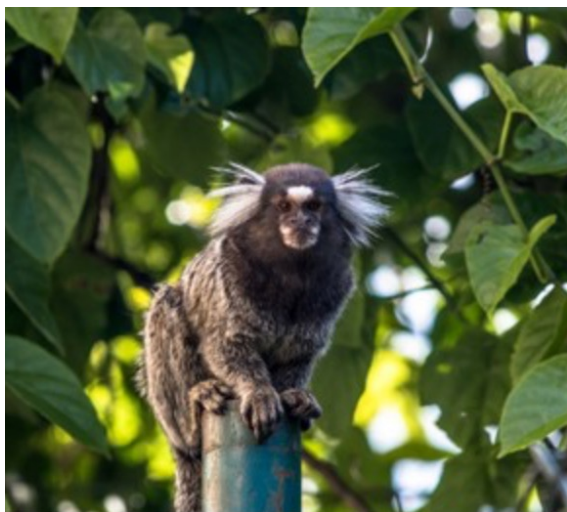
Partner University: ESPM



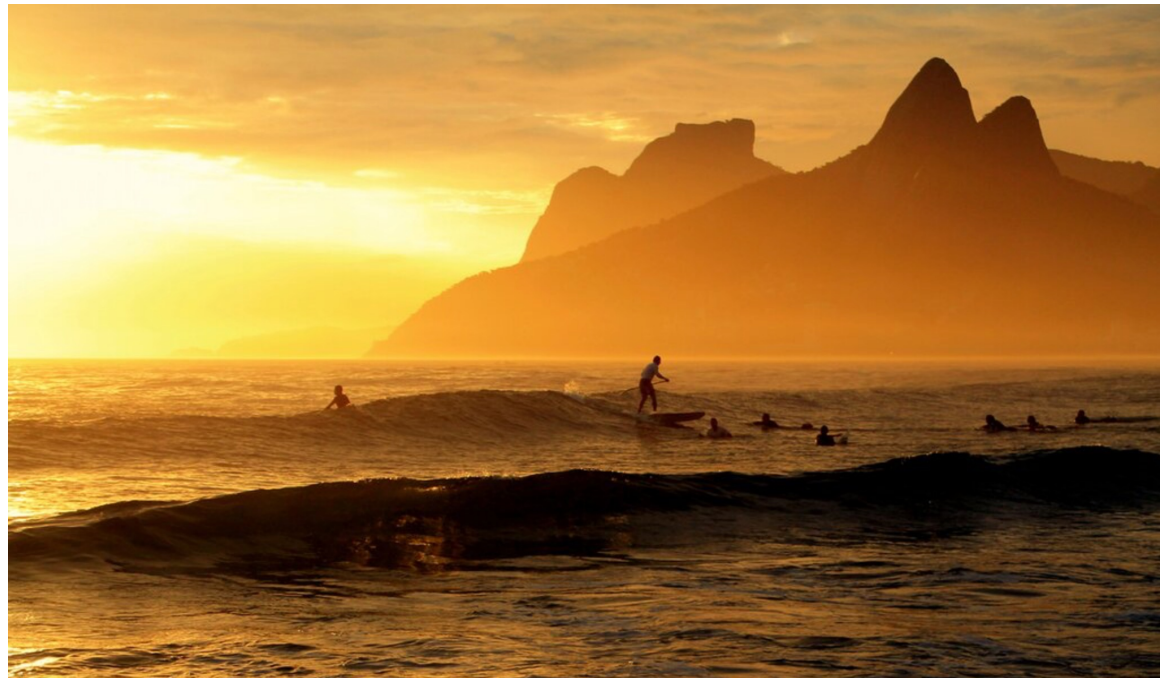
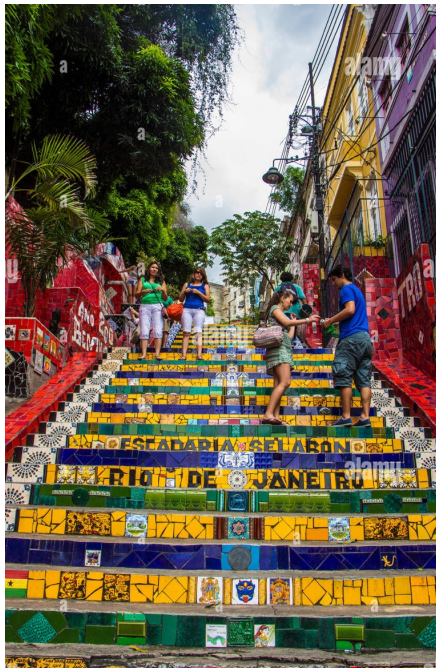
São Paulo



Ubatuba



Rio de Janeiro



Next Steps

1

VISIT the website at <https://raikes.unl.edu/brazil/>

2

APPLY TO THE PROGRAM (October 1)

3

PAY THE \$500 DEPOSIT (October 8)

Program Costs

Program costs will vary depending on:

1. Number of students who participate.
2. Scholarships.
3. Airfare costs (e.g. some fly via points, current flight costs \$1100).
4. Spending money.
5. Funding from the Raikes School (funding is exclusive for Raikes School students - see slide 17).

Maximum Program Cost (12 students)

PROGRAM FEE (EST)

\$4321

Transportation from São Paulo airport to hotel
Hotel fees
All Breakfasts
Transportation from airport to hotel (Sao Paulo)
Transportation to and from company visits
Transportation from São Paulo to Ubatuba and Rio

Campus B Services
Insurance / Global Experiences

FLIGHT (RETURN)

\$1500*

SPENDING MONEY

\$1000*

Lunches/Dinners
Communications
Events (e.g. Soccer game, Christ the Redeemer)

TUITION

3 credits

VISA

\$100

EST. Total

\$6,921 +tuition

Maximum Program Cost (10 students)

PROGRAM FEE (EST)

\$4651

Transportation from São Paulo airport to hotel
Hotel fees
All Breakfasts
Transportation from airport to hotel (Sao Paulo)
Transportation to and from company visits
Transportation from São Paulo to Ubatuba and Rio

Campus B Services
Insurance / Global Experiences

FLIGHT (RETURN)

\$1500*

SPENDING MONEY

\$1000*

Lunches/Dinner
Communication
Events (e.g. Soccer game, Christ the Redeemer)

TUITION

3 credits

VISA

\$100

EST. Total

\$7,250 + tuition

Maximum Program Cost (14 students)

PROGRAM FEE (EST)

\$4085

Transportation from São Paulo airport to hotel
Hotel fees
All Breakfasts
Transportation from airport to hotel (Sao Paulo)
Transportation to and from company visits
Transportation from São Paulo to Ubatuba and Rio

Campus B Services
Insurance / Global Experiences

FLIGHT (RETURN)

\$1500*

SPENDING MONEY

\$1000*

Lunches/Dinner
Communications
Events (e.g. Soccer game, Christ the Redeemer)

TUITION

3 credits

VISA

\$100

EST. Total

\$6,685 + tuition

FAQS

Are there scholarships?

There are several. Please [visit here to look at scholarships!](#)

Is financial support available?

There are several scholarships available through Global Experiences. The Raikes School has committed to a pool of funds which will be a **minimum of \$500** per Raikes School student participating in the program. This will reduce the program fee by \$500 (or more) for Raikes School students when we know the number of students. (Oct 8).

Who can sign up?

This program has been created for students of the Raikes School, but if you are from another program and are interested in joining, exceptions can be made.

Will there be free time?

São Paulo: Days are scheduled with company visits and classes; evenings are generally free (e.g., a soccer game).

Ubatuba: Classes are held at the hotel, with free time for optional activities such as a boat ride.

Rio: Days are free for sightseeing and the beach; classes begin in the late afternoon.

Next step: Sign up (no commitment)



If you are interested in going on Raikes School Study Abroad Brazil- please sign up. (No commitment until October 1). Questions can be directed to Robert Mackalski (robert.mackalski@unl.edu)

(https://unl-global-experiences.via-trm.com/program_brochure/31948)