

2012

2012 International Marketing European Study Tour Stevenson University Tour Summary (May 11 – 28)

MAY

Sun	Mon	Tue	Wed	Thu	Fri	Sat	
⇩ Quick Overview ⇩		3-Credit Course - Required for Tour	1-Credit Courses - Optional - Pick 0 or 1	Pre-Trip Classes	May 11 BWI Depart	12 Paris	
City ⇩ Nights ⇩ Company ⇩ Visits Classes ⇩ Free Days ⇩	Pre-trip Paris 5 Milan 6 Prague 5 Post-trip Totals 16	3 1 2.5 1 3 1 2.5 1 7 8	MKT 325 International Marketing Prerequisite: MKT 206 Dr. Lawrence Burgee	Fashion Merchandising: International Marketing Trends in Fashion Dr. Jennifer Yang Business Admin: Assessing Cultural Div. in Local European Retail Business Practices Dr. Deborah Leather	Fri, Apr 13, 6:00-8:30 PM: Pre-Trip Class #1 Fri, Apr 20, 6:00-8:30 PM: Pre-Trip Class #2 Fri, May 4, 5:00-6:00 PM: OCO Pre-Trip Class Fri, May 4, 6:00-8:30 PM: Pre-Trip Class #3	11:30 AM: Depart SU by bus 1:40 PM: Check in Washington Dulles Int'l Airport 4:40 PM: Air France #39 nonstop to Paris (7:20 hours)	6:00 AM: Arrival Paris 7:00 AM - 11:00 AM: Cultural sightseeing tour on transfer coach w/guide PM: Hotel Check-in + Free time (5-day Metro pass incl.)
13 Paris	14 Paris	15 Paris	16 Paris	17 Paris Milan	18 Milan	19 Milan	
AM: Free time PM: Free time	8:00 AM – 9:30 AM: OCO Class 9:45 AM – 12:00 PM: Int'l Marketing Class 2:15 PM – 4:30 PM: Company Visit	9:30 AM – 11:45 AM: Company Visit 2:15 PM – 4:30 PM: Company Visit	AM: Free time OR OCO Class (2.5 hours) PM: Free time	7:50 AM – 2:50 PM Paris to Milan Artesia Day Train #9241 (7:00 hours) 3:30 PM: Hotel Check-in + Free time (7-day Metro pass incl.)	8:00 AM – 9:30 AM: OCO Class 9:45 AM – 12:00 PM: Int'l Marketing Class 2:15 PM – 4:30 PM: Company Visit	AM: Free time PM: Free time	
20 Milan	21 Milan	22 Milan	23 Milan Prague	24 Prague	25 Prague	26 Prague	
AM: Free time PM: Free time	9:30 AM – 11:45 AM: Company Visit 2:15 PM – 4:30 PM: Company Visit	AM: Free time OR OCO Class (2.5 hours) PM: Free time	AM: EasyJet #?? flight to Prague PM: Hotel Check-in + Free time (6-day Metro pass incl.)	8:00 AM – 9:30 AM: OCO Class 9:45 AM – 12:00 PM: Int'l Marketing Class 2:15 PM – 4:30 PM: Company Visit	9:30 AM – 11:45 AM: Company Visit 2:15 PM – 4:30 PM: Company Visit	AM: Free time OR OCO Class (2.5 hours) PM: Free time	
27 Prague	28 Prague BWI	Course Time Requirements	Post-Trip Class	⇩ Hotel Information ⇩			
AM: Free time PM: Free time	4:00 AM – 4:40 AM: Bus xfer Prague Airport 7:10 AM – 9:00 AM: AF #2387 / Czech #0758 to Paris (1:50 hours) 10:35 AM – 12:55 PM: Air France #028 to Dulles (8:20 hours) 1:15 PM: Bus to SU	3-Credit Course (37.5 Hours) 3 Pre-Trip Classes @ SU x 2.5 Hours = 7.5 Hours 9 Company Visits & 3 Classes x 2.25 Hours = 27.0 Hours 1 Post-Trip Class x 3.0 Hours = 3.0 Hours FM or BusAd OCO (15 Hours): Pre-trip Class - 1 Hour + Each city - (4 Hours * 3 cities) + Post-trip - 2 Hours = 15 Hours	Fri, Jun 8, 6:00-9:00 PM: Due: presentation, project paper, store comparison report, business and cultural observations journal OCO Post-Trip Class: Date to-be-announced	Paris (5 nights): Hotel Opera Cadet 24, rue Cadet 75009 Paris, France Tel: (011-33) 1-5334-5050 Continental breakfast included Milan (6 nights): Hotel Ibis Milano Centro Via C. Finocchiaro Aprile 2 20124 Milan, Italy Tel: (011-39) 026-3151 Buffet breakfast included	Prague (5 nights): Hotel Chopin Opletalova 960/33 110 00 Prague 1, Czech Republic Tel.: (011-420) 225-381-111 Continental breakfast included Cost: • \$3,999 for one course; Additional \$300 for OCO; • \$1,000 deposit required to reserve a spot; \$300 discount to first 10 depositors.	Payments & Notes: • 18 students + 3 Profs; • Full balance due Mar 1, 2012; • PASSPORT REQUIRED; Tel.: (011-420) 225-381-111 • All participants must be 18+ yrs; • Students will be paired and will stay in double-rooms; • Students will take 3-4 credits – 2.0 GPA + good standing; • All items are subject to change.	