

2019 International Marketing & Franchising European Study Tour London > Munich May 10–27

Sun	Mon	Tue	Wed	Thu	Fri	Sat
Summer Courses	6 Pre-Trip Class	7 Pre-Trip Class	8 Pre-Trip Class	9 Pre-Trip Class	10 Depart MIA>LHR	11 London
BUR 4463 / BUS 5213 International Marketing Dr. Lawrence Burgee BUSV 3103 Sel Topics / BUS 5453 Spec Topics - International Franchising Dr. John Hayes	6:00 PM – 8:45 PM Pre-Trip Class #1: Agenda as per syllabus	6:00 PM – 8:45 PM Pre-Trip Class #2: Agenda as per syllabus	6:00 PM – 8:45 PM Pre-Trip Class #3: Agenda as per syllabus	6:00 PM – 8:45 PM Pre-Trip Class #4: Agenda as per syllabus	Brightline or Tri-Rail West Palm Beach to Miami Overnight direct flight Miami to London Details forthcoming from travel agency	AM: Arrival London; hotel drop-off; luggage lock-up; professor-led tour 3:00 PM: Hotel check-in + Free time <i>(8-day Tube pass incl.)</i>
12 London	13 London	14 London	15 London	16 London	17 London	18 London
AM: Free time PM: Free time	AM: Location Scouting and Field Assignments PM: Complete Reports for Location Scouting and Field Assignments	9:00 AM – 11:30 AM: Int'l Marketing Class Int'l Franchising Class 2:30 PM – 4:30 PM: Organizational Visit <i>or alternate assignment</i> <i>@ TBA University</i>	9:30 AM – 11:30 AM: Organizational Visit 2:00 PM – 4:00 PM: Organizational Visit	9:00 AM – 6:00 PM: Excursion to Brighton (or other coastal town)	9:30 AM – 11:30 AM: Organizational Visit 2:00 PM – 4:00 PM: Organizational Visit	AM: Free time PM: Free time NOTE – Alternate excursion day if Thursday inclement weather
19 London>Munich	20 Munich	21 Munich	22 Munich	23 Munich	24 Munich	25 Munich
Flight London to Munich; Details forthcoming from travel agency S-Bahn to hotel; hotel check-in; professor-led tour <i>(8-day U-Bahn pass incl.)</i>	AM: Location Scouting and Field Assignments PM: Complete Reports for Location Scouting and Field Assignments	9:00 AM – 11:30 AM: Int'l Marketing Class Int'l Franchising Class 2:30 PM – 4:30 PM: Organizational Visit <i>or alternate assignment</i> <i>@ TBA University</i>	9:30 AM – 11:30 AM: Organizational Visit 2:00 PM – 4:00 PM: Organizational Visit	9:00 AM – 6:00 PM: Excursion to Salzburg, Austria	9:30 AM – 11:30 AM: Organizational Visit 2:00 PM – 4:00 PM: Organizational Visit	AM: Free time PM: Free time NOTE – Alternate excursion day if Thursday inclement weather
26 Munich	27 Return MUC >LHR>MIA	Post-Trip Classes	Spring Course Add-ons	Course Contact Hours	Hotels (Subject to Change)	Additional Information
AM: Free time PM: Free time	Flight Munich to London; Flight London to Miami; Details forthcoming from travel agency Brightline or Tri-Rail Miami to West Palm Beach	Tuesday, June 4 6:00 PM – 8:45 PM Post-Trip Class #1: Agenda as per syllabus Thursday, June 6 6:00 PM – 8:45 PM Post-Trip Class #2: Agenda as per syllabus	BUR 2153 94 Principles of Marketing (Burgee) BUR 4443 94 Marketing Management (Burgee) BUR 4463 94 Internat'l Marketing (Burgee) BFR 3123 94 Franchise Creative Venture (Hayes)	3-Credit Course = 37.5 Hours 4 Pre-Trip Classes @ PBA x 2.75 Hours = 11.0 Hours 2 During-Tour Classes in Europe x 2.5 Hours = 5.0 Hours 8 Organizational Visits in Europe x 2.0 Hours = 16.0 Hours 2 Post-Trip Classes @ PBA x 2.75 Hours = 5.5 Hours	London (8 nights): Ibis London City Shoreditch Hotel 5 Commercial Street London, England E1 6BF Tel: (011-44) 207-422-8400 Breakfast and Wi-Fi included Munich (8 nights): Maritim Hotel Munich Goethestraße 7 80336 Munich, Germany Tel (011 49)-89-55235-0 Breakfast and Wi-Fi included	<ul style="list-style-type: none"> • 20 students + 2 Professors; • PASSPORT REQUIRED; • All participants are 18+ yrs old; • Students stay in double-rooms; triple rooms if uneven numbers; • Students take one course; • 2.0 GPA good standing; • Breakfast and Wi-Fi included at all hotels • Carolyn Peters, Travel Agent, Direct Travel, 800-635-7307 • All items are subject to change.