Course Name: Culture, Tourism, Marketing and Logistics in Europe and Beyond: Spring Break 2015 in Paris, Barcelona and Madrid

Course Number:
- MKT 596 Research Issues & Problems
- MKT 796 Independent Study: Marketing
- IDS 397 International Culture & Study Abroad
- MKT 474/774 International Marketing
- MKT 464/764 International Logistics & Global Supply Chain Management

Credit Hours: 3 undergraduate/graduate

Course Objectives
This course incorporates the impact of cultural, social, economic, political, and infrastructure issues in marketing and logistics in three extremely varied economic cultures.

Students will explore European culture, marketing and logistics and multi-national marketing and logistics issues from a cross-cultural point of view. Specific studies are directed toward significant market trends of Western Europe and products specific to the regions of France and Spain.

Program Fee: $3,097

Program Fee Includes: Airfare from St. Louis, in-country ground transportation, lodging, guides, Study Away student fee, basic medical insurance; separated costs not available.

Program Fee Excludes: Passport, meals, gratuities, admission fees, immunization, incidentals/misc personal expenses, and souvenirs. $612/750 MSU tuition for 3 hours of undergraduate/graduate credit and COB course fee of $75/96. Both Missouri residents and non-residents pay the Missouri resident per-credit-hour tuition rate, per University policy.

Online applications are due by November 14, 2014. A nonrefundable deposit of $465 will be billed to your student account. To apply, please:
- Visit the Study Away website at international.missouristate.edu/studyaway/
- Choose Apply Now
- Search for a Program (under Apply for a Study Away Program)
- Choose Simple Search
- Type France under Program Name
- Choose Culture, Tourism, Marketing and Logistics in Europe and Beyond
- Choose Apply Now

Scholarship Eligibility & Financial Aid
COB students who meet the College of Business eligibility requirements will automatically receive a $500 award to assist with travel costs. To view the requirements visit http://ibp.missouristate.edu/200862.htm. Additionally, students who receive financial aid may apply aid to this program. Contact the Office of Financial Aid at 836-5262 for more information.
Course Outline & Schedule
Class Participants will:

1) develop a marketing plan to promote tourism products or services specific to the French or Spanish cultures or
2) identify a need in the market and develop a logistics plan to export or import some product to or from France or Spain.

Each student group of two will be assigned a different market segment or product prior to travel. Graduate students will be required to collect quantitative data to support their plan. Students will need to present and defend their plan after returning to the USA.

This course builds on and expands study away opportunities in France and Spain. This course will include important cultural and historical sites. In France we will have the opportunity to experience the Notre Dame Cathedral, Eiffel Tower, Arc de Triomphe, Pere Lachaise Cemetery, Normandy and Omaha Beach (the June 6, 1944 WWII site of D-Day), The Louvre, Versailles, Rodin Museum, OrsayMuseum, the Pantheon. In Barcelona we will see the Gothic quarter/Jewish quarter, Gaudi’s Casa Batllo and la Pedrera Sagrada familia. In Madrid we will explore the various architectural wonders of the city.

Business tours include a visit to the Camambert Gainsdore Cheese Factory, the Zona Franca Logistics Park, Sitges Freixenet Winery Production Cava, and the Architecture of Madrid.

Students will explore basic economic, social, cultural and environmental principles in the context of these three vast and diverse environments. The course will focus on the differences between developed and emerging market economies, why each are so extraordinary, the opportunities they hold for the future, and how each have been exploited.

The company tours are included as a practicum in International Marketing and Logistics Management. Students will be required to remain cognizant of and evaluate the value of marketing and logistics in both urban and remote settings as well as the implications for international tourist markets.

STUDY TOUR
Itinerary subject to change.

March 5, 2015: Depart from the US.

March 6, 2015: Arrive in Paris. Tour the city, including a visit to Notre Dame Cathedral, the Eiffel Tower, Arc de Triomphe and Pere Lachaise Cemetery.

March 7, 2015: Visit Normandy for a tour of the Camembert cheese factory, Omaha Beach, and the American Cemetery.

March 8, 2015: Free day to explore Paris independently.

March 9, 2015: Travel to Barcelona via high speed rail. Tour the city including Plaza Mayor, the Royal Palace, Arabic fortress at the Barrio de la Moreria, and Plaza de Cibeles.

March 10, 2015: Tour the Zona Franca logistics park, one of the most active industrial estates in Spain and Europe as a whole. Free afternoon to explore Barcelona. Reconvne in the evening for flamenco lessons.

March 11, 2015: Visit Santa Maria de Montserrat via cog-wheel train. Travel to Sitges, a seaside town to tour the wine caves of Freixenet Winery.

March 12, 2015: Free day to explore Barcelona independently.

March 13, 2015: Travel to Madrid via high speed rail. Tour of the city including Plaza Mayor, the Royal Palace, Arabic fortress at the Barrio de la Moreria, and Plaza de Cibeles.

March 14, 2015: Free day to explore Madrid independently.

March 15, 2015: Return to the US.

Course Credit & Requirements
The course project is to either 1) develop a marketing plan to promote tourism products or services specific to the French or Spanish cultures or 2) identify a need in the market and develop a logistics plan to export or import some product to or from France or Spain. Each student group of two will be assigned a different topic prior to traveling. Based on their own experiences in France and Spain the groups will need to design 1) a plan and 2) a marketing device (poster, giveaway etc.) that would be used to help sell the chosen products. Students will present their marketing plan which should include estimated pricing, schedule, itinerary, sites, and promotional plan. Students should be prepared to defend why certain activities/sites/products were included and why some were not.

Graduate Students: To receive credit for this course at the graduate level, students will be required to perform primary research, collect and analyze data as part of the course project. Students will prepare a research proposal in advance of travel which will follow the market research process outlining the problem and analysis procedures. The proposal must be approved by the instructor prior to starting data collection. In addition, the module quizzes for graduate students will include an essay component.

Application & Payment Procedures
Missouri State University students and others who are approved by the Program Director may apply.

MSU Students: A non-refundable deposit of $465 will be billed to your University account upon application (deadline Nov. 14, 2014). You will receive a second billing on Dec. 12, 2014 and a final billing on Feb. 13, 2015, for the balance of the program fee ($2,632). MSU course tuition ($612/750) will be billed to your University account separately and is due according to the university payment plan.

Visiting Students: A non-refundable deposit of $465 must be paid through the Study Away Storefront or before Nov. 14, 2014. The balance of the program fee ($2,632) must be paid through the Study Away Storefront by Feb. 6, 2015. MSU course tuition ($612/750) is also due by Feb. 6, 2015 and must be paid at the bursar’s office or on-line through my.missouristate.edu.

In order to ensure participation in this Study Away program, each student must pay the entire program fee by February 13, 2015. Alternatively, a student may show proof of the financial aid that will pay for the fee. If a student does not pay the program fee, or does not show proof of financial aid that is sufficient to cover the fee, the student will be withdrawn from the Study Away program, dropped from the course, and his/her airline reservation will be canceled. Visiting students must also fully pay the tuition amount by February 13, 2015 in order to stay enrolled in the program. Estimated program fees are based on rates in effect on the publication date of this flyer and may be subject to change. Program participants agree to a potential increase of up to 10% if rates increase before or during travel.

Cancellation & Refund Policies

- Students who withdraw prior to Jan. 23, 2015 will receive a refund of fees paid, less the $465 deposit and any non-refundable purchases made on his/her behalf.
- If a student must withdraw after Jan. 23, 2015 for a bona fide medical reason, s/he will receive a refund of fees paid, less the $465 deposit and non-refundable expenses. A certificate of incapacitating illness or injury from a licensed physician is required.
- Students withdrawing voluntarily after Jan. 23, 2015 will receive no refund.
- When the program begins, no refunds will be issued under any circumstances.
- All notifications of withdrawal must be made in writing and sent to the Program Director and the Director of Study Away Programs at the Study Away Office, Jim D. Morris Center, Suite 403.

Non-payment of fees does not guarantee withdrawal.