

# 1995

## 1995 International Business & Marketing Study Tour Loyola College in Maryland / The American University Tour Summary

# MAY

Sun	Mon	Tue	Wed	Thu	Fri	Sat			
⇩ Quick Overview ⇩		Friday, April 7	Friday, April 21	Friday, May 5	<b>12</b> Dulles Depart	<b>13</b> Paris			
City ⇩	Nights ⇩	Technical ⇩ Visits	Free Days ⇩ (Full)	Free Days ⇩ (Half)	6:00 PM - 8:30 PM: Pre-Trip Class #1: Loyola Students Only: Introductions, Course overview, Technical Visit overview, Assign company reviews, Video presentation	6:00 PM - 8:30 PM: Pre-Trip Class #2: All Participants: Itinerary overview, Packing demo, Travel tips, Tickets and passes distribution	6:00 PM - 8:30 PM: Pre-Trip Class #3: Loyola Students Only: Discussion of paper topics, Discussion of log format, Introduction & presentation of textbook topics	3:45 PM: Check in at Washington Dulles International Airport 5:45 PM: United Airlines nonstop flight #914 (7:40 hours)	7:25 AM: Arrival at Paris Charles de Gaulle Airport 9:00 AM - 12:00 PM: Cultural sightseeing tour on transfer coach w/guide PM: Free time (4-day Metro pass incl.)
<b>14</b> Paris	<b>15</b> Paris	<b>16</b> Paris	<b>17</b> Paris Zurich	<b>18</b> Zurich	<b>19</b> Zurich	<b>20</b> Zurich Innsbruck			
AM: Free time PM: Free time	9:15 AM: Depart (metro) 10:00 AM - 2:00 PM: <b>Cap Gemini Sogeti</b> w/reception (consulting & management)	8:00 AM: Depart (metro) 9:00 AM - 12:00 PM: <b>IBM Eurocoordination</b> (international marketing & organizational structure) 1:45 PM: Arrive (metro) 2:00 PM - 4:30 PM: <b>EURO RSCG</b> (advertising campaigns)	6:30 AM - 7:00 AM: Transfer coach (no asst.) 7:30 AM - 1:23 PM: Fast train (TGV) to Zurich (group assignment #1) 1:30 PM - 2:00 PM: Transfer coach (no asst.)	8:15 AM: Depart (coach) 9:00 AM - 2:30 PM: <b>Fed. of Migros Coop.</b> w/suprmarket tour & lunch (marketing & decision mkg) 3:15 PM: Sofitel conf. room 3:30 PM - 5:30 PM:	8:00 AM: Depart (public) 9:00 AM - 12:00 PM: <b>Zurich Insurance Inc.</b> (information engineering) 2:00 PM: Depart (coach) 2:30 PM - 9:30 PM: <b>Eurotrek</b> w/river hike & dinner (promotion & tourism)	AM: Free time PM: Free time 5:00 PM - 10:00 PM: Private Coach to Innsbruck via Liechtenstein			
<b>21</b> Innsbruck	<b>22</b> Innsbruck Milan	<b>23</b> Milan	<b>24</b> Milan	<b>25</b> Milan Rome	<b>26</b> Rome	<b>27</b> Rome			
AM: Free time PM: Free time	7:00 AM - 8:00 AM: Transfer coach (no asst.) 8:30 AM - 1:55 PM: Train to Milan 2:00 PM - 2:30 PM: Transfer coach (no asst.)	9:00 AM: Depart (coach) 10:00 AM - 2:30 PM: <b>Merck Sharp &amp; Dohme</b> w/tour & lunch (quality, safety, & environmental issues)	8:00 AM: Depart (coach) 8:00 AM - 1:00 PM: Regional sightseeing tour w/Black & Decker 1:00 PM - 5:30 PM: <b>Black &amp; Decker Italia</b> w/tour & lunch (EC quality standards, distribution, & marketing)	7:30 AM - 8:30 AM: Transfer coach w/asst. 9:00 AM - 1:55 PM: Train to Rome (group assignment #2) 2:00 PM - 5:00 PM: Cultural sightseeing tour on transfer coach w/guide	8:20 AM: Depart (coach) 9:00 AM - 11:00 AM: <b>Pfizer Italiana</b> (industry evolution, trends) 12:45 PM: Arrive (coach) 1:00 PM - 5:00 PM: <b>Unilever Italiana - sagit</b> w/tour & lunch	AM: Free time PM: Free time			
<b>28</b> Rome	<b>29</b> Rome Dulles	Friday, June 16*	Friday, June 30*	⇩ Hotel Information ⇩					
AM: Free time PM: Free time 8:00 PM - 10:00 PM: Group dinner (Hotel Victoria Roma)	6:00 AM - 7:00 AM: Transfer coach (no asst.) 9:00 AM - 10:00 AM: Flight #971 from Rome (da Vinci) to Milan (1 hour) 10:55 AM - 3:25 PM: Flight #971 from Milan to Dulles (10:30 hours)	6:00 PM - 8:30 PM: Post-Trip Class #1: Students Only: Discussion of what we learned, Rough outline due  * Tentative date	6:00 PM - 8:30 PM: Post-Trip Class #2: Students Only: Compare/contrast countries and cities, Log (journal) due, Final paper due  * Tentative date	<b>Paris (May 13-16, 4 nights):</b> Hotel Montcalm 50, Avenue Felix Faure 75015 Paris, France Tel: (011-33) 1-45-54-97-27 Fax: (011-33) 1-45-54-15-05 <b>Zurich (May 17-19, 3 nights):</b> Hotel Sofitel Stampfenbachstrasse 60 CH-8035 Zurich, Switzerland Tel: (011-41) 1-363-3363 Fax: (011-41) 1-363-3318	<b>Innsbruck (May 20-21, 2 nights):</b> Scandic Crown Hotel Salurner Strasse 15 A-6020 Innsbruck, Austria Tel: (011-43) 512-59350 Fax: (011-43) 512-5935-220 <b>Milan (May 22-24, 3 nights):</b> Royal Hotel Via Cardano 1 20124 Milan, Italy Tel: (011-39) 2-542-950 Fax: (011-39) 2-670-3024	<b>Rome (May 25-28, 4 nights):</b> Hotel Palladium Via Gioberti 36 00185 Rome, Italy Tel: (011-39) 6-446-6917 Fax: (011-39) 6-446-6937 <b>Technical Visit Summary:</b> Planned Visits: 11 Confirmed Visits: 11 Note: All items are subject to change			