

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

Sun	Mon	Tue	Wed	Thu	Fri	Sat
Summer Courses	<b>6</b> Pre-Trip Class	<b>7</b> Pre-Trip Class	<b>8</b> Pre-Trip Class	<b>9</b> Pre-Trip Class	<b>10</b> Depart MIA>LHR	<b>11</b> London
BUS 5213 MBA International Marketing, Dr. Lawrence Burgee  BUSV 3103 Selected Topics in Business - International Franchising, Dr. John Hayes	6:00 PM – 8:45 PM SUMMER Students Pre-Trip Class #1: Agenda as per syllabus	6:00 PM – 8:45 PM SUMMER Students Pre-Trip Class #2: Agenda as per syllabus	6:00 PM – 8:45 PM SUMMER Students Pre-Trip Class #3: Agenda as per syllabus	6:00 PM – 8:45 PM SUMMER Students Pre-Trip Class #4: Agenda as per syllabus	3:36 PM – 5:32 PM: Tri-Rail West Palm Beach to Miami Int'l Airport 5:40 PM – 6:40 PM: British Airways Group Check-in 8:40 PM: British Airways BA0208 Miami nonstop to London	10:25 AM: Arrival London Heathrow; hotel drop-off; luggage lock-up; professor-led tour 3:00 PM: Hotel check-in + Free time  <i>(8-day Tube pass incl.)</i>
<b>12</b> London	<b>13</b> London	<b>14</b> London	<b>15</b> London	<b>16</b> London	<b>17</b> London	<b>18</b> 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 – 10:30 AM: <b>Univ. Roehampton</b> Int'l Mkt/Fran Classes 10:30 AM – 12:30 PM: <b>Transworld Bus Adv &amp; Tutor Doctor</b> 1:30 PM – 4:30 PM: <b>Global Franchise Mag w Guest Speakers</b>	10:25 AM – 11:12 AM: Train Victoria to West Malling 11:30 PM – 3:30 PM: <b>Expense Reduction Analysts</b> 4:11 PM – 5:08 PM: Train West Malling to Victoria	9:00 AM – 6:00 PM: Excursion to Brighton	9:00 AM – 11:00 AM: <b>National Health Service w Guy's Hospital Tour</b> 11:00 AM – 12:00 PM: <b>King's College Gordon Museum</b> 1:30 PM – 3:30 PM: <b>Organizational or Cultural Visit</b>	AM: Free time  PM: Free time
<b>19</b> London>Munich	<b>20</b> Munich	<b>21</b> Munich	<b>22</b> Munich	<b>23</b> Munich	<b>24</b> Munich	<b>25</b> Munich
9:00 AM – 10:30 AM Transfer coach to LHR 12:40 PM – 3:35 PM: British Airways BA0952 London LHR to Munich 4:00 PM – 7:00 PM S-Bahn to 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: <b>Globe Bus College Mun</b> Int'l Mkt/Fran Classes 11:30 AM – 12:30 PM: <b>LeOS Franchise Consulting - Schwarzer</b> 2:00 PM – 6:30 PM: <b>German Franchise Association w reception</b>	9:30 AM – 11:30 AM: <b>Ford Autohaus Kirchseeon</b>  2:00 PM – 4:00 PM: <b>Fair Play Franchising - Martius</b>	9:00 AM – 6:00 PM: Excursion to Salzburg, Austria	9:00 AM – 12:30 PM: <b>Bodystreet HQ</b>  12:30 PM – 2:00 PM: <b>Bodystreet Lunch</b>  2:30 PM – 5:00 PM: <b>Dachau Concentration Camp</b>	AM: Free time  PM: Free time
<b>26</b> Munich	<b>27</b> Return MUC >LHR>MIA	Post-Trip Classes	Spring Course Add-ons	Summer Course Contact Hours	Hotels (Subject to Change)	Additional Information
AM: Free time  PM: Free time	6:30 – 7:30 AM: S-Bahn to Munich Airport 7:35 – 8:35 AM: BA Group Check-in 10:35 AM – 11:45 AM: BA0949 MUC - LHR 1:45 PM – 6:05 PM: BA0209 LHR - MIA 9:42 PM – 11:30 PM: Tri-Rail MIA to WPB	<b>Tuesday, June 4</b> SUMMER Students 6:00 PM – 8:45 PM Post-Trip Class #1  <b>Thursday, June 6</b> SUMMER Students 6:00 PM – 8:45 PM Post-Trip Class #2	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)	<b>3-Credit Course = 37.5 Hours</b>  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	<b>London (8 nights):</b> ibis London Greenwich Hotel 30 Stockwell St Greenwich, London SE10 9JN Tel: (011-44) 20-8305-1177 Breakfast and Wi-Fi included <b>Munich (8 nights):</b> 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"> <li>• 15 students + 2 professors;</li> <li>• Students stay in double-rooms; triple rooms if uneven numbers;</li> <li>• Students take one course;</li> <li>• 2.0 GPA good standing;</li> <li>• Breakfast and Wi-Fi included at all hotels</li> <li>• Carolyn Peters, Travel Agent, Direct Travel, 800-635-7307</li> <li>• All items are subject to change.</li> </ul>