

International Marketing & Franchising European Study Tour



May 1-16, 2020

\$3,999 Travel Fee



Dublin
Ireland

Milan
Italy

Madrid
Spain



Cost and Payments:

\$3,999 travel fee (tuition is separate)
Apply by 10/07/19; Commitment DUE 10/21/19

Travel Fee Inclusions:

- Flights and transfers
- Business class hotels
- Daily buffet breakfast
- Wi-Fi / Internet included
- Public transportation passes

Attending Professors - More Information:

Dr. Lawrence Burgee, lawrence_burgee@pba.edu
Dr. John Hayes, john_hayes@pba.edu
Dr. David Smith, david_smith@pba.edu

Spring 2020 Courses - Tuition Included:

(Components from Spring deferred to Tour)

- BFR 3123 94 Franchise Creative Ventures
- BUI 3003 94 Regional Business Environments
- BUR 2153 94 Principles of Marketing
- BUR 4463 94 International Marketing

Summer 2020 Courses - Tuition Additional:

- BUR 4463 / BUS 5213 International Marketing
- BUSV 3103 Selected Topics in Business –
International Franchising
- BUS 5453 Special Topics in Marketing –
International Franchising

*Open to ALL
Students*

