

## 2020 International Business & Marketing European Study Tour

Dublin > Milan > Madrid May 1–16 (14 Nights)

Sun	Mon	Tue	Wed	Thu	Fri	Sat
Summer Courses	Pre-Trip Class Mar 27	Pre-Trip Class Apr 3	Pre-Trip Class Apr 17	Pre-Trip Class Apr 24	<b>1</b> Depart MIA>LHR	<b>2</b> Dublin
BUR 4463 / BUS 5213 International Marketing (Dr. Lawrence Burgee)	<b>Friday, March 27</b> 6:00 PM – 8:30 PM <b>ALL Students</b> Pre-Trip Class #1: Agenda as per syllabus	<b>Friday, April 3</b> 6:00 PM – 8:30 PM <b>SUMMER Students</b> Pre-Trip Class #2: Agenda as per syllabus	<b>Friday, April 17</b> 6:00 PM – 8:30 PM <b>ALL Students</b> Pre-Trip Class #3: Agenda as per syllabus	<b>Friday, April 24</b> 6:00 PM – 8:30 PM <b>SUMMER Students</b> 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; 1:25 PM – 2:55 PM: British Airways BA0836 London to Dublin 3:30 PM – 4:30 PM: Private coach transfer & Hotel check-in (4-day Leap Pass incl.)
<b>3</b> Dublin	<b>4</b> Dublin	<b>5</b> Dublin	<b>6</b> Dublin > Milan	<b>7</b> Milan	<b>8</b> Milan	<b>9</b> Milan
AM: Free time  PM: Free time	9:00 AM – 12:00 PM: Int'l Marketing Class Regional Business Class @ TBA Location  2:00 PM – 4:00 PM: <b>Organizational Visit</b>	9:30 AM – 11:30 AM: <b>Organizational Visit</b>  2:00 PM – 4:00 PM: <b>Organizational Visit</b>	9:05 AM – 10:35 AM: British Airways BA0833 Dublin to London; 12:00 PM – 3:00 PM: British Airways BA0562 London to Milan 3:30 PM – 4:30 PM: Coach xfer, Hotel chk-in (5-day MilanoCard incl.)	9:00 AM – 12:00 PM: Int'l Marketing Class Regional Business Class @ TBA Location  2:00 PM – 4:00 PM: <b>Organizational Visit</b>	9:30 AM – 11:30 AM: <b>Organizational Visit</b>  2:00 PM – 4:00 PM: <b>Organizational Visit</b>	AM: Free time  PM: Free time  <i>Suggested Day Trip to Venice (at students expense)</i>
<b>10</b> Milan	<b>11</b> Milan > Madrid	<b>12</b> Madrid	<b>13</b> Madrid	<b>14</b> Madrid	<b>15</b> Madrid	<b>16</b> Return to USA/MIA
AM: Free time  PM: Free time  <i>Suggested Day Trip to Florence (at students expense)</i>	11:40 AM – 2:05 PM: Iberia Airlines IB3251 Milan to Madrid 2:45 PM – 3:45 PM: Private coach transfer & Hotel check-in (5-day Metro Ticket incl.)	AM: Free time  PM: Free time	9:00 AM – 12:00 PM: Int'l Marketing Class Regional Business Class @ TBA Location  2:00 PM – 4:00 PM: <b>Organizational Visit</b>	9:30 AM – 11:30 AM: <b>Organizational Visit</b>  2:00 PM – 4:00 PM: <b>Organizational Visit</b>	AM: Free time  PM: Free time	7:55 AM – 8:55 AM: BA Group Check-in 10:55 AM – 12:15 PM: BA0457 Madrid to LHR 1:55 PM – 6:15 PM: BA0209 LHR to MIA 9:42 PM – 11:30 PM: Tri-Rail Miami Int'l Airport to West Palm Beach
Possible Extension	Post-Tour Submissions	Spring Course Add-ons	Spring Course Add-ons	Summer Course Contact Hours	Hotels (Subject to Change)	Additional Information
There are a limited number of spots available for a return extension, which has an additional fee (minimum \$100) and restrictions. If interested, please let Dr. Burgee know and he can check availability and get a quote from Direct Travel. Requests must occur by December 13, 2019. Direct Travel will also need passport information by that date.	ALL student course work (journals, assignments, projects, etc.) must be submitted via Email or Canvas within 10 days of the standard return date. The due date for this tour is May 26, 2020.	BUR 2153 94 Principles of Marketing (Dr. Lawrence Burgee)  BUR 4463 94 International Marketing (Dr. Lawrence Burgee)	BUI 3003 94 Regional Business Environments (Dr. David Smith)	<b>3-Credit Course = 37 Hours</b> (same as regular PBA semester)  4 Pre-Trip Classes @ PBA x 2.5 Hours = 10.0 Hours 3 Classes in Europe x 3.0 Hours = 9.0 Hours 9 Organizational Visits in Europe x 2.0 Hours = 18.0 Hours	<b>Dublin (4 nights):</b> Academy Plaza Hotel 10-14 Findlater Place O'Connell St Tel: +353-1-878-0666 <b>Milan (5 nights):</b> B&B Milano Cenisio Garibaldi Via Messina, 38 Tel: +39-02-314059 <b>Madrid (5 nights):</b> Leonardo Hotel Madrid City Center Calle de Alberto Aguilera, 18 Tel: +34-914-46-0900	<ul style="list-style-type: none"> <li>• 22 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>