



THE UNIVERSITY of NORTH CAROLINA
GREENSBORO

International Business & Marketing Study Tour

in

Prague & Vienna

Hands-on study tour with
MGT 301 (International Business) and
MKT 320 (Principles of Marketing)

June 3 – 16, 2018



Prague in the Czech Republic and Vienna, Austria are bustling centers of commerce in central Europe. Get hands-on business and marketing exposure with local companies. Great opportunity to visit historic sites and meet area business leaders.

This amazing experience is led by two experienced professionals. Together, they have 62 years of experience in business, marketing and sales.

Questions?

Sara MacSween
sbmacswe@uncg.edu



John Ceneviva
jjcenevi@uncg.edu



- Study tour as part of MGT 301 and MKT 320 summer enrollment.
- **Mandatory** online instruction dates - 5/10/2018 to 6/1/2018.
- These courses are **REQUIRED** for most Bryan majors and often have a long waitlist for enrollment.
- Direct access to UNCG faculty teaching in **ENGLISH!**
- **NO** additional vaccinations or special travel visas needed.
- Passport is required.
- Mandatory pre-departure meetings in Spring 2018.
- Students and UNCG faculty will stay in centrally-located hotels.
- Participants will be expected to purchase required books.

Program cost is \$3,600. Price includes ALL excursions, lodging, instruction fees, transportation, airport transfers and two meals a day.

Application deadline is November 17, 2017.

\$400 deposit is due 12/1/2017. Remaining balance is due 2/19/2018 and 4/1/2018. Additional costs include airfare (approximately \$1,100) and spending money (estimate \$300-\$500).

NOTE:

All deposits are nonrefundable. UNCG reserves the right to cancel or modify the program's content, or to change costs in case of conditions beyond its control. Students who withdraw from the program after March 15, 2018 will be responsible for nonrecoverable costs, in addition to the nonrefundable \$400 deposit. Currency change could cause an increase in trip costs.

International Business & Marketing Study Tour

in

Prague & Vienna

June 2018

There will be daily visits with business leaders and creative agencies. Our visits will discuss business, commerce, marketing, retail and advertising.



This trip includes the following **AMAZING** activities and excursions.

- Tour of Kozel Brewery.
- Social media creative agency.
- Guided tour of Prague & Vienna.
- Meeting with Czech entrepreneurs.
- Site visit with retailers.
- Visit to the Toyota Peugeot Citroën Automobile Plant.

Apply online by visiting:

<http://studyabroad.uncg.edu/?go=BryanPrague>