FRANCE: MANAGEMENT AND MARKETING IN THE EU

SPONSORED BY THE INSTITUTE OF INTERNATIONAL BUSINESS, ROBINSON COLLEGE OF BUSINESS

Maymester Study Abroad Program
May 14 - 31, 2018

Program Directors
Dr. Daniel Bello
Paula Huntley

Program Description
This three week study abroad program will allow students to gain valuable exposure and experience with the continued evolution of the European Union. The two modules in turn examine the challenges of Managing in Europe and applications associated with Marketing Practices in the EU. Program attendees will learn about:

- Advertising to the French consumer
- Distribution channels in France
- Industrial Relations in Europe
- European human resource management and employee relations

Corporate case studies are integrated into each module. Tentative company visits include Airbus Industrie, Credit Lyonnaise, Aerospatiale and Orange S.A. allowing students to observe and examine first-hand how companies work within the EU structure.

Eligibility
This program is open to graduate students only who meet all academic requirements of the Georgia State University J. Mack Robinson College of Business. Students must have a GPA of 3.0 or higher. Program size is limited and participation is contingent upon acceptance by the Program Director.

Accommodations
Participants will have a choice of housing accommodations.
Room deposit required.

Courses and Credits
Participants who successfully complete the program’s courses will receive 6 semester hours of course credit at Georgia State University. Students must register for both sections of IB 8400. Students from other institutions should follow their institution’s rules concerning transfer credits.

Application Deadline: February 15, 2018

"My experience was unique in that I was able to attend a top ranked European business school and learn from outstanding French teachers while meeting unique, interesting locals." - Matthew, 2015
Application Information

In addition to the application packet, the following items are required for a completed application:

1. Resume
2. Color copy of your passport photo

Students interested in applying should find this program’s listing at mystudyabroad.gsu.edu and begin an online application.

Transient Students: please see the Transient Student tab on the How to Apply page on our website: mystudyabroad.gsu.edu/prospective/how-to-apply

International students at Georgia State who hold F-1 visas must contact the Office of International Students and Scholar Services at (404) 413-2070 to discuss possible implications of study abroad for their immigration status.

Program Cost

The program cost is tentatively set at $2,700 in addition to regular Georgia State University tuition and fees. Program cost may vary at any time according to currency fluctuations and changing travel arrangements. Non-resident/out-of-state students will pay in-state tuition plus a $250 fee in addition to the program cost. For more information on what the program cost does and does not include, please visit: http://www.studyabroad.gsu.edu/?go=toulouse

Payment Schedule

February 15, 2018: $200.00 Payment with application

All payments are non-refundable upon receipt.

Scholarship Information

Georgia State University students may eligible for the IEF Scholarship or the Global Experience Scholarship. Visit http://mystudyabroad.gsu.edu/prospective/funding-study-abroad or call the Study Abroad Programs office at (404) 413-2529 to learn more about scholarships & financial aid for study abroad.

Program Director Contact Information

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Visit http://www.studyabroad.gsu.edu/?go=toulouse for more information