



## **KU Spring Break FRANCE 2010**

### **European Marketing and Business A Cross-Cultural Perspective**

*Open to MBA and MAcc Students*

**Clermont-Ferrand, France: March 13-19**

**2 graduate credits: 3<sup>rd</sup> credit available (optional)**

This course offers KU MBA students a unique opportunity to see how businesses in France and the EU adapt marketing practices to various countries and cultures. Students in this class will –

- Attend classes taught by faculty at the Ecole Supérieure de Commerce in Clermont-Ferrand, France
- Work on team projects with ESC students from France and other countries
- Interact with French managers to explore how they adjust marketing approaches internationally
- Visit 3-4 French companies of varying sizes and types and discuss international business strategies with their executives.

Groupe ESC Clermont is one of the top business schools in France. ESC has been a partner with the KU School of Business for 60 years and is accredited (as is KU) by AACSB International, the primary accrediting body for business schools worldwide.

The week-long program will have an emphasis on marketing within the European context, and will be led by Dr. David Marker, a faculty member at ESC-Clermont, who has his Ph.D. from KU, and Dr. Pascal Brassier, a marketing professor at ESC who has also taught at KU. The program includes classes, teamwork with masters' students at ESC, meetings with executives, and visits to regional institutions and companies. Classes will be taught in English by French faculty. Student teams will prepare and present reports on their findings about marketing strategies in France and the EU.

An optional 3<sup>rd</sup> credit hour is available through independent study with Prof. Charles Krider.



View of Clermont-Ferrand

Historic downtown

Entrance to

#### ESC

**Schedule.** The program will begin with a dinner at ESC on Saturday evening, March 13. On Sunday the 14th, students will tour Clermont and the region and dine with teams of MBA students from ESC. Classes, company visits, and team sessions will take place Monday March 15--Friday, March 19, with the program ending by 5 p.m. on Friday.

**Travel arrangements.** Most students will choose to leave the U.S. for Paris on Thursday, March 11, or Friday, March 12, arriving the next day and thus allowing a little time for sightseeing before taking the train to Clermont on Saturday afternoon, March 13. The weekend of March 21-22 is also free for sightseeing in Paris or elsewhere, depending on your schedule. Flights to Clermont-Ferrand are also available via Air France if you prefer this option.

Group travel is not planned for this program so students will need to make their own travel arrangements to and from France. U.S. citizens do not need a visa for France, but some nationalities are required to get French visas. Check the French Consulate's website if you need further information.

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- *"I would definitely recommend it. It's a quick, but spirited trip, where students make international connections and learn valuable lessons in international business."*
  - *"It's short, but it is packed with learning experiences. It's convenient to fit into a full-time program."*
  - *"The best part was the friends I made. We all became really close and I learned a lot about myself. It really opened my eyes to other nationalities and cultures."*

- *“The best thing was emerging into another culture and taking it all in. The worst thing was saying goodbye and returning to ‘reality.’”*
- *“I learned that businesses in France have the same priorities as American businesses, but the priorities are not ranked in the same order as that of American companies.”* **KU**

**MBA students, 2009**



<b><u>Costs.</u></b>	Tuition, program fees & costs in France	\$2150
	Roundtrip airfare (estimated)	\$1000

The program fees include tuition for 2 hours of credit, train transportation Paris-Clermont-Paris, lodging in Clermont March 13-19, continental breakfasts in Clermont and two group dinners, and costs of instruction and materials at ESC. Incidental personal expenses, passport (if you don't have one already), extra nights in Paris and meals not covered by the program, are additional.

- **Scholarships of \$500 will be available to School of Business students needing financial support who register by October 30, 2009. Priority for scholarships will be given to students who have not previously received School funding for study abroad.**

**Instructor.** Instruction will be provided by ESC faculty. KU students will receive reading assignments to complete in advance of traveling to France. Professor Charles Krider will direct independent study for students opting for a 3<sup>rd</sup> credit hour related to this program.

**Next Step:** To assure your spot, email Carol Rose, [crose@ku.edu](mailto:crose@ku.edu), phone (785) 864-4583 indicating that you would like to take part in the program. Registration materials will be available in October and students who have completed registration by October 30 will be eligible for scholarships, as mentioned above. A \$300 non-refundable deposit will be due in November.