Credit and Eligibility

This study-abroad course offers three graduate hours of credit and is open to all master’s-level business students in good standing at Saint Louis University and other AACSB-accredited institutions. Alumni of Saint Louis University graduate programs in business also are eligible to apply. It is recommended that all students secure approval from their advisers to determine how this course can be used toward degree completion. Non-credit options also are available.

Process Application

Due to limited capacity, interested students should complete an application form and submit it with a $400 application fee as early as possible. Applications can be obtained by calling (314) 977-3630, by e-mailing schmied@slu.edu or by attending an information session:

- 5:15 p.m., Monday, February 19, Cook Hall 336
- 5:15 p.m., Tuesday, March 13, Cook Hall 336

After application review, applicants will be notified of their status. Accepted students residing near St. Louis are required to attend the course orientation on a date to be determined.

Course Fees

The application fee, tuition and housing total approximately $3,651, as outlined below.

- $400 application fee (includes materials)
- Current tuition is $820 per credit ($2,460 for the course).
- 600 Euros for double occupancy accommodations for the two weeks. This includes three meals a day and Internet access from your room for laptop hook-up. (At time of printing, 600 Euros = 791 USD.)
- Airfares vary greatly. Sample schedules and rates will be provided, but students are responsible for making their own air reservations. A group flight may be booked if there is sufficient interest.
- An optional weekend trip will be offered, with cost approximating $300.
- The cost of obtaining a passport, if you do not already have one.

Facilities

Classes are held at the Saint Louis University Madrid campus, located in the prestigious university quadrant known as the Ciudad Universitaria. Founded more than 30 years ago, the Madrid Campus has evolved into the premier international university in Spain. Today, Saint Louis University is the only American university recognized by Madrid’s Consejería de Educación y Cultura, which means that degrees received from SLU’s Spain campus are seen as equivalent to degrees from other Spanish universities.

Students will attend class in Padre Arrupe Hall. Audio-visual equipment (including PowerPoint) will be available for class presentations. A small, but complete, library is located on the top floor of Padre Rubio Hall, and its offerings are supplemented by the entire home campus library’s online databases. Three full-service computer labs are located in the basement of Padre Rubio Hall. Library and lab hours are typically from 9 a.m. to 9 p.m. Monday through Friday.

Students will be provided accommodations in one of two small university residence halls. Manresa Hall houses 14 students, and Loyola Hall houses 30 students. Converted bedrooms have private gardens, private bathrooms and kitchenettes. The residence hall floor is equipped with a men’s and a women’s bathroom with individual toilet stalls with doors and individual shower stalls with doors. The three daily meals are served in the university cafeteria located in Loyola Hall.

Application Deadline: March 30, 2007
The Course
MAY 21 TO JUNE 1
CASES IN EUROPEAN MARKETING
IB598MD

This two-week, intensive program offers students an outstanding academic experience enhanced with a real-world European cultural experience. The dynamic nature of the European business environment requires 21st Century marketers to understand the challenges and opportunities within it. This course is designed to introduce the student to a number of issues and problems one must consider when doing business in Europe. The course focuses on four specific EU countries: Germany, France, the United Kingdom, and Spain. Case studies, student presentations, guest speakers, and local company visits are the foundations of the course.

Instructor: Brett A. Boyle, Ph.D. is an Associate Professor of Marketing at the John Cook School of Business at Saint Louis University. An award-winning teacher and researcher, Dr. Boyle’s work has focused on critical issues within inter-organizational exchange relationships. His research has been published in some of the top academic marketing and business journals in the United States, such as the Journal of Marketing Research, Journal of Business Research, Journal of Applied Business Research, and Industrial Marketing Management, to name a few. Dr. Boyle has extensive international teaching experience, having taught courses in Spain, Finland, Ireland, and Vietnam. His experience reaches beyond academic, having consulting experience as well as serving as a contributing writer for Dartnell, Inc., which produces sales training material. Prior to his academic pursuits, Dr. Boyle was a sales executive in both the steel and telecommunications industries.

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