



## NJIT in Lyon Spring Break 2020

### LYON, FRANCE

Travel dates: March 13-21, 2020

Number of credits: 3 – Course MRKT485 (undergraduate) or MRKT 725 (graduate)

Leading Professor: [Dr. Melodi Guilbault](#), Martin Tuchman School of Management

### THE PROGRAM

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NJIT, through the Office of Global Initiatives, will be offering a faculty-led study abroad trip to France during Spring Break 2020. Students will be based in Lyon, close to NJIT's partner university ESDES, the Business School of UCLy (Lyon Catholic University). Students will learn about international marketing principles by visiting French companies and attending lectures at ESDES. This program is limited to 15 students.

This trip will offer students unique opportunities to visit a variety of companies (such as SEB and local winery [JP Riviere](#)) as well as cultural outings (such as a tour of old town Lyon, a visit to [Halles de Lyon](#), a covered gourmet market, and a cruise on the river Saone).

This trip is part of a course offered during the spring 2020 semester, MRKT485 (undergraduate) or MRKT 725 (graduate). This program is open to undergraduate and graduate students, Business majors and minors only. Students who register for this course will be required to join Dr. Melodi Guilbault during this week-long trip.

### PROGRAM COSTS (in addition to NJIT tuition)

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Included in the program fee:

- Round-trip airfare\* between Newark-Lyon
- Transportation to/from Lyon airport to accommodations
- Lodging with breakfast at the hotel (double occupancy)
- Transportation to all cultural sites and site visits
- Entrance tickets to all cultural sites
- Visits to businesses
- Farewell dinner

<b>TOTAL .....</b>	<b>\$2,200</b>
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#### Not included in the total cost

Meals (lunch and dinner) .....	\$100-150
Miscellaneous personal expenses .....	\$100-150

\*Flights will be arranged by NJIT; students will be required to fly together.

## PROGRAM ITINERARY

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<b>Friday, March 13</b>	Group departs the U.S.
<b>Saturday, March 14</b>	Arrival in Lyon Check-in hotel
<b>Sunday, March 15</b>	Lyon city tour Sightseeing
<b>Monday, March 16</b>	Official welcome and tour of the ESDES campus Lecture by Dr. Kevin Pon Company visit: SEB
<b>Tuesday, March 17</b>	Lecture at ESDES River cruise
<b>Wednesday, March 18</b>	Company visit: Bio Mérieux* Visit to Halles of Lyon
<b>Thursday, March 19</b>	Company visit: Navya* Visit to JP Riviere Winery
<b>Friday, March 20</b>	Lecture Free time Farewell dinner
<b>Saturday, March 21</b>	Group departs

\*Visits subject to confirmation. In case of cancellation, alternative visits will be arranged.

## IMPORTANT NOTES

- This program is limited to 15 students.
- The group must remain together at all times.
- Students are not allowed to schedule any additional trips or personal visits while on the program.
- A local tour guide will accompany and guide students during all visits.
- Students will be required to show proof of international medical insurance coverage prior to departure.

## APPLICATION PROCESS

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Students interested in applying for this program will be required to fill out the *NJIT in Lyon Application Form* and submit it to the Office of Global Initiatives by **November 5, 2019**. Late applications will not be considered. In addition to the application, at its discretion, the Application Review Committee may interview students.

### **PAYMENT (in addition to NJIT tuition)**

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Students who are accepted into the program will be required to make a down payment in November to secure their spot on the program. The following payments must be made at the Office of the Bursar, by the dates listed:

Date	Amount
<b>November 22</b>	\$ 1,000 (down payment)
<b>December 6</b>	\$ 1,200 (final payment)

### **PROGRAM CANCELTATION**

We require a minimum of 10 students to enroll in this program for it to run. If the program is canceled before the official start date due to low enrollment, students receive a full refund of all fees paid. NJIT will not be responsible for any personal expenses or losses incurred as a result of program cancellation.

### **REFUND POLICY**

Students who withdraw between November 23, 2019, and December 5, 2019, will receive their money back.

Students who withdraw on or after December 6, 2019, will not receive any refunds, regardless of the reason for the withdrawal.