

## Frequently Asked Questions

### A. Cost/Scholarships

Q. How much will it cost?

A. The cost of the trip is \$7,990, which includes round-trip airfare from George Bush Intercontinental Airport in Houston, all ground transportation in Europe, tours of Oxford University and British Parliament, a river cruise in Paris, bike tours of London, Paris, and Munich, tour of King Ludwig's Castle in Germany, a day to a snow park on top of Mt. Titlis, a Lucerne boat cruise, accommodations at mainly four-star hotels, a full breakfast at each hotel, and other activities.

There will be no expenses for books, but you will have to pay regular TAMU tuition/student services fees for this 10-week course. Since you are off-campus for this course, there are several normal fees that you do not have to pay (such as Health Center fees, Rec Sports fees, Transportation fees, etc.). A&M has not set the 2012 summer fees yet. However, in 2011, for students who were Texas residents and who took just this 3 hour MKTG 402 course, their total tuition/student services bill was about \$850. If they also took the MKTG 403 course (which would involve doing a separate research paper based on the trip for another 3 hours credit), the total bill was about \$1,700.

Regarding other expenses, so much depends on how many souvenirs and gifts you bring back and how much you spend on meals and entertainment. It should probably be between \$1,500 and \$2,000. You will need to buy lunch and dinner for about 26 days. So if you figure \$40 a day for meals, snacks, drinks, etc. that's \$1040. Then however much you want to spend on souvenirs and gifts and anything else you might want to do (outdoor sports, extra sightseeing, etc. that add to your personal expenses for the trip).

Q. Are there scholarships available?

Many students going on the trip have at least one scholarship to help offset the cost. Many students have more than one. You may apply for some scholarships through the Financial Aid Office ([Click Here](#)) and other scholarships through the Department of Marketing.

### B. The Trip

Q. What kind of hotels will we be staying in?

A. We stay in very nice hotels – most are 4 star hotels.

Q. Will I have a roommate?

Yes, you will get to select the roommate you will have for the duration of the trip – there will be two people of the same gender per room.

Q. How will we get around in Europe?

A. We will have buses (they are called “coaches” in Europe) that will stay with us the entire trip. We will take the “Chunnel” train under the English Channel as we travel from London to Paris.

Q. Will there be any information sessions for those going on the trip?

Yes, during the Spring 2012 semester we will have 4 information sessions to answer any questions you might have. You will be required to attend all 4 of these information sessions. We also will have a Parents Weekend bar-b-que to get to know everyone and hopefully meet your parents.

Q. Who will be leading the trip?

Two members of the Texas A&M University Marketing Department faculty will be in charge of the trip. The Program Director is Dr. Stephen W. McDaniel, Professor of Marketing ([Click here for Biography](#)). He and his wife Nancy will be meeting the group in Houston and flying with the students to Europe. The group will meet up in London with the other instructor and their spouse. We will also be met by Dr. Dan Brenenstuhl, Director of International Business Seminars in Scottsdale, Arizona ([Click here for Biography](#)). Dr. Brenenstuhl is an expert in European travel and study abroad programs, having made all travel, hotel, and business appointment arrangements for the Texas A&M University Marketing Study Abroad Program since 1981.

### **C. Academics**

Q. Is there any academic work involved or is this just a sightseeing trip through Europe? How are we graded?

A. Everyone going on the trip must register for MKTG 402/IBUS 402 (which means that you have to have satisfactorily completed the prerequisite course MKTG 321 or 409). MKTG 402 is an academic course with a course syllabus. As stated in the syllabus ([Click Here](#)), your grade in the course is based on the following:

20% - Typed Final Report (includes a daily journal, company visit notes, an interview with a local resident in each city, and a description of cultural differences between the U.S. and each country we visit).

20% - Photobook (a published book containing photos from your trip).

20% - Team Project (involves a brief write-up of one company or city we are to visit and a formal presentation to the group when we arrive in that city).

40% - Professional Conduct/Behavior at all times (i.e., “24/7”) during the trip (i.e., how well you represent Texas A&M University”) See “Rules of Conduct” for specific expectations.

Q. Why is this a 10-week course rather than just a Summer I course, since we will be back before the end of the first Summer Session?

Given the time required for the Typed Final Report and Photobook, we’ve found that students did not have sufficient time to complete this by the time Summer Session I grades were due. So we found that a great deal of student stress is minimized by giving you until the latter part of July to complete their projects.

#### **D. Why this Trip?**

Q. Why should I go on this trip rather than another Study Abroad trip?

A. Although there are several excellent Study Abroad options available for you through Texas A&M University, the Marketing Study Abroad trip has the following unique features:

- You will visit 7 countries in 4 weeks.
- You will be immersed in the culture of these 7 countries.
- You will have 15 company visits or other professional presentations during the trip.
- You will be staying in very nice hotels.
- Students apply for and are selected to enroll in the Marketing Study Abroad course, so the students going should be high quality students.
- All faculty leaders have experience with the Marketing Study Abroad Trip and European countries.
- The Marketing Study Abroad trip is the longest-running (31 years) and the largest study abroad program at Texas A&M University - more students participate in this every year than any other, and more than 2,000 students have participated in this trip over the years.

Q. What do former students have to say?

A. See testimonials on this web site from students who went on the 2011 trip.