

PRESCOTT, ARIZONA

### STUDY ABROAD PROGRAM

(Availability: 10 students)

# BA 399: DOING BUSINESS IN EUROPE BA 442: GLOBAL MARKETING

## SPAIN-ITALY-GERMANY SUMMER-A 2019

May 17<sup>th</sup> to June 19<sup>th</sup>, 2019







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Students will take either one or two courses during the study abroad. Course meetings will occur mostly during the mornings in the three cities with afternoons free to allow exploring three of the world's most exciting & beautiful cities.

#### **SPAIN:**

- 1. Arrival into Barcelona on Friday, May 17th.
- 2. "Amazing Race" competition starting in Plaza Catalunya in the Barcelona city center and covering such areas as Las Ramblas, Gothic Quarter and La Boqueria.
- 3. Visit to the UNESCO World Heritage site of the Basilica of the Sagrada Familia made famous by Antoni Gaudi's combining of Gothic and Art Nouveau forms.
- 4. Organized tour of the amazing Camp Nou soccer stadium, largest in Europe, and home of FC Barcelona football club.
- 5. Gastronomic discovery of the origin, production and types of Spanish Iberian Jamon.
- 6. Day trip to the beautiful walled city of Girona, Spain founded in 79 BC.

#### **ITALY:**

- 1. Arrival into Rome on Friday, May 31st.
- 2. Visit to the amazing Colosseum in the city center of Rome. Other attractions include the Trevi Fountain, Piazza Navona, Pantheon and the famous Spanish Steps.
- 3. Guided tour of the Vatican city walk through the Sistine Chapel and visit the smallest sovereign state in the world.
- 4. Day trip to Florence birthplace of the Renaissance and the center of medieval trade.

#### **GERMANY:**

- 1. Arrival into the beautiful city of Munich on Friday, June 7th.
- 2. Visit in Munich includes Marienplatz, City of Munich and Third Reich walking tour with a visit to the world-famous Hofbrauhaus originally built in 1589.
- 3. Organized BMW Welt plant tour covering all production areas from press works to assembly.
- 4. Day visit to the enchanting & legendary Neuschwanstein and Hohenschwangau Castles.
- 5. Visit and tour of Allianz Arena stadium, home of FC Bayern Munich soccer team.
- 6. Amazing waterfall hike to the Partnach Gorge in the Bavarian Alps with a final stay in the Olympic Fairytale Village of Garmisch-Partenkirchen.