

Trulaske College of Business
Study Abroad in Lisbon, Portugal
Mktg 3975: International Marketing
December 14, 2022 – December 22, 2022

Program Highlights

- Compare economies and business practices of Portugal.
- Meet with managers and discuss international business strategies during company visits.
- Earn three hours of MU course credit (no prerequisites required).
- Open to **all majors!** *Note: graduate students must get prior approval from the Graduate Programs Office.*

Participation Requirements

- Be in good academic and disciplinary standing at MU.
- Have a valid passport with an expiration date more than six months after the program return date.
- Complete the online application process, including all necessary risk and release forms.
- Meet the minimum health insurance requirements set by the University. As part of the program fee, you are enrolled in the University's GeoBlue Health plan for the duration of the program. You must visit the GeoBlue website, print your ID card, and familiarize yourself with the plan and procedures for health emergencies.
- Follow acceptable behavior outlined in the MU Student Conduct Manual and the MU Conditions of Program Participation and Program Acceptance contract through the Trulaske College of Business.

Program Details

- *Arrival & Departure:*
Students are responsible for arranging and purchasing their airfare. During the fall pre-departure classes, you will be assisted with information on program flight itineraries and how to book flights for traveling together. **Do not purchase your flight without prior approval from the Director of Study Abroad (trulaskeabroad@missouri.edu).** Failure to provide a paid ticket itinerary by December 1, 2022, may result in being dropped from the program.

Plan to arrive in Lisbon airport morning of December 15, 2022

The program ends upon check-out on December 22, 2022

Note: The Study Abroad Program and MU will not be responsible for any expenses incurred (including lodging) due to delays or cancellations of flight arrangements made by the student. Students concerned about the costs they might incur due to flight delays or cancellations are encouraged to purchase travel insurance.

- **Location:**
The program events will be centered in Lisbon, Portugal. Company visits will involve short bus trips to locations outside the city.
- **Lodging and Meals:**
All lodging will be in three/four-star hotels and include all breakfasts. One group social with appetizers and one dinner will be organized.

Lodging - hotel (check-in December 15, 2022 – December 22, 2022)

Holiday Inn Lisbon

Av. de António José de Almeida 28 A

1000-044

Lisboa, Portugal

T: +351 21 004 4000

<https://www.ihg.com/holidayinn/hotels/us/en/lisbon/lispo/hoteldetail>**Course Offering and Prerequisites**

- **Course Overview:**
This is an introductory international business course open to students of all backgrounds of study. The emphasis will be on understanding various issues in international business with an emphasis on Europe and the area's trading relationships in the global economy.
- **Undergraduate – MKTG 3975-1: International Marketing Class# 66751**
3 credit hours; graded S/U; Instructor: Brady Hodges; no prerequisites
 - Business students: this course may be used to directly satisfy an elective requirement for BSBA graduation requirements. Consult with your academic advisor on any questions about how this course would satisfy your degree requirements.
- **Graduate – BUS_AD 8730: International Study Abroad , Europe Class# 66755**
3 credit hours; graded S/U; Instructor: Brady Hodges; graduate standing required
 - Graduate students will complete additional requirements for the elective credit (this will be explained in pre-departure classes). MBA and Accountancy students – consult your academic advisor on how this course would satisfy degree requirements.

*Note: These courses were designed by the Registrar's Office as fall courses. Educational fees for three credit hours are costs you would normally see on your fall bill. Non-resident students will pay the usual non-resident fees. Actual fees for the fall semester are set by the Board of Curators during their April meeting. Let your academic advisor know if these three credits will put you over your maximum for fall. All students should check with their academic advisors on how this course would satisfy graduation and major area requirements. Any exams during this time will be proctored. Please notify study abroad staff in 213 Cornell Hall of any exam conflicts prior to **October 17th, 2022.***

- *The course will be conducted in two parts:*
 1. Six pre-departure classes at MU that will lay the groundwork for principles of international business with some focus on the business strategies and cultural dimensions of Lisbon.
 2. An international travel experience, which includes experiential learning exercises, group discussions and presentations, and company visits. The company visits are an essential part of the learning experience and allow students to discuss with company managers international business strategies in marketing, finance, and management. The schedule while abroad allows free time for sightseeing and visiting local cultural and historic sites.

- *Pre-departure classes at MU*

Pre-departure classes will be held beginning **October 25, 2022** in Cornell Hall, which you are required to enroll before the first pre-departure class to go on the program.

Meeting schedule:

- **Tuesdays, October 25 – December 6, 2022:**
- **6:00-8:30 pm; Room 217 Cornell Hall**
- **No class November 22, 2022, Thanksgiving Break**

Note: You are required to attend every pre-departure class to prepare for the program, or you will not be allowed to participate in the program. Special circumstances may allow flexibility on this requirement but must be approved by the program director before the class absence. If you are dropped from the program due to non-attendance, you will be subject to the penalties listed under the Withdrawal Procedure & Penalties portion of this document.

Estimated Budget

The following estimated budget may be used for planning purposes:

Student Planning Budget	
Tuition (resident) (3 credit hours)	\$1008
Tuition (non-resident) (3 credit hours)	\$3,045
Trulaske Business Course Fee	\$325
Technology Fee	\$45
Program Fee	\$3,250
MU International Center Study Abroad Fee	\$245
Airfare (estimated)	\$1,700
Estimated cost for Missouri residents	\$6,573
Estimated cost for non-Missouri residents	\$8,610

Note: The study abroad fees above will be billed to the student account on approximately December 1, 2022. Please note that these are estimates. Non-resident students will pay non-resident fees. The course fees will be charged to your account shortly after enrollment in myZou.

- **Expenses *Included* in Program Fee**
 - Meals included in the program fees, as noted on the itinerary
 - All program event ground transportation including to and from the airport
 - Lodging for the trip duration, including all breakfasts
 - One group social with appetizers
 - One group dinner
 - Program water bottle, sticker, and graduation cord
 - MU GeoBlue Health Insurance coverage for the program duration (you must visit the GeoBlue website, print your ID card, and familiarize yourself with the plan and procedures for health emergencies) *Note: in some cases, you may be required to pay out of pocket to receive services; this coverage allows you to submit claims for reimbursement by GeoBlue for any medical expenses incurred outside the US while on the program)*
- **Expenses *Not Included* in Program Fee**
 - Airfare from the US to Lisbon and returning to the US from Lisbon
 - Meals not included in the program fees, as noted on the itinerary

- Educational fees – tuition and fees will be billed the same as a 3-credit hour undergraduate or graduate course is taken in Fall 2022
- Passport application or passport renewal fees
- MU International Center study abroad fee includes MU support services for student emergencies during the program, emergency evacuation and repatriation coordination, and pre-departure orientation
- COVID-19 test if needed

Paying for Study Abroad

- *Student Financial Aid*

This 3-credit hour course qualifies for financial aid. Before going to the financial aid office (11 Jesse Hall), visit the Trulaske Study Abroad office (213 Cornell Hall) for the financial aid worksheet. It is highly recommended all students meet with their Financial Aid advisor to discuss paying for study abroad.

- *Scholarships*

Student can apply for scholarships through ScholarshipUniverse (Missouri.scholarshipuniverse.com). The scholarship application is due **September 20, 2022**, and decisions will be made in early October.

Withdrawal Procedure & Penalties

Withdrawal dates for a student cancellation

There are no withdrawal penalties until October 1, 2022. You must email the Student Service Coordinator (TrulaskeAbroad@missouri.edu) documenting withdrawal from the program AND return to the online application to change status to WITHDRAWAL: Declined. The following schedule indicates program withdrawal fees that will be billed to the student account:

Amount Billed	Withdrawal After
\$100	Commitment in MyStudyAbroad
\$1,500	October 1, 2022
\$2,000	October 25, 2022
\$2,500	November 14, 2022
\$3,250 (full program fee)	November 29, 2022

Withdrawal dates if the university cancels the program due to health and safety reasons:

To clarify after October 25th if the university must cancel the program for health and safety reasons (including COVID-19) students will be charged the amounts below as we will not be able to receive a full refund from our partners in Portugal. The billed amount can be used as a credit for a future study abroad program.

Amount Billed	Program Cancelled After
\$2,000	October 25, 2022
\$2,500	November 14, 2022
\$3,250 (full program fee)	November 29, 2022

Note: The date of withdrawal notification is the date the notification email is sent to the Student Services Coordinator. Depending on the date you withdraw, the Study Abroad Office may not be able to get a refund from the vendor; your refund will be relative to the costs that can be recovered. If you have not been billed the program fee at the time of your withdrawal, you will be billed for any cancellation fees charged to the program.

Visas & Travel Documents

You must have a valid passport with an expiration date more than six months after the program return date.

- A copy of your passport is due to the Study Abroad office (213 Cornell) by **October 17, 2022**
- U.S. citizens do not need a visa for visits to Portugal
- If you are not a U.S. citizen, check the country's web page to determine if you need to apply for a tourist visa

COVID-19 Vaccinations

The Austral Group is our program provider and requires all participants must be fully vaccinated against COVID – 19, including booster. All participants will need to provide their vaccine cards to the Study Abroad office by **October 17, 2022**.

IMPORTANT: If you are a student with a disability and anticipate requesting accommodations while studying abroad, we encourage you to notify the MU Office of Disability Services as early as possible (<http://disabilityservices.missouri.edu>). Early notification is essential to allow us time to ensure that appropriate arrangements and reasonable accommodations can be provided, both by the program and our Study Abroad partner organizations.

Disclaimer: The costs and schedules presented in this document are best estimates performed in good faith and do not represent any kind of fixed contract. The nature of dealing with foreign partners makes it difficult to plan exactly how this study abroad program will be finalized.

For more information:

Trulaske College of Business International Programs: <http://TrulaskeAbroad.missouri.edu>

Stephanie Ross, 213 Cornell Hall, trulaskeabroad@missouri.edu

Kim Hoff, 213 Cornell Hall, trulaskeabroad@missouri.edu

Program Cancellation Policy for Student Financial Liability

I understand that in some special circumstances I may not receive full academic credit for the study abroad program for which I have applied. These circumstances include, but are not limited to:

- Cancellation of the program due to circumstances beyond the control of the University of Missouri
- A decision by the University, in its sole discretion, that cancellation of the program is appropriate based on health, safety, or similar circumstances
- My inability to participate in or complete the program due to circumstances beyond the control of the University of Missouri
- My dismissal from the program

I understand that in any of these circumstances, I will be refunded only those costs that can be recovered by the University of Missouri or the University's partner program. If I have not been billed the program fee at the time of my withdrawal, I understand that I will be billed for any cancellation fees charged to the program.

The itinerary of this program may be modified by the Trulaske College of Business and/or the University of Missouri due to health, safety, or similar concerns. The withdrawal fees listed above will apply to students if this occurs. Transportation change fees and expenses will be the responsibility of the student.

	Date	Day	Location	Itinerary (subject to change)
1	14-Dec	Wed	US	Depart for Lisbon
2	15-Dec	Thurs	Lisbon	Arrive in Lisbon – Holiday Inn Lisbon Orientation Lisbon Tuk Tuk City Tour Group Welcome—Appetizers
3	16-Dec	Fri	Lisbon	Breakfast at hotel - morning check-in Socio-Political & Economic Overview of Portugal Lecture Estádio do Sport Lisboa e Benfica Company Visit
4	17-Dec	Sat	Lisbon	Breakfast at hotel - morning check-in Sintra Day Trip
5	18-Dec	Sun	Lisbon	Breakfast at hotel - morning check-in Free Day – Suggest watching the World Cup Championship
6	19-Dec	Mon	Lisbon	Breakfast at hotel - morning check-in Re-Food Company Visit IDEA Spaces Company Visit
7	20-Dec	Tues	Lisbon	Breakfast at hotel - morning check-in Companhia das Lezírias Company Visit Caixa Lab Company Visit
8	21-Dec	Wed	Lisbon	Breakfast at hotel - morning check-in Skizo Company Visit Free Afternoon for Cultural Exploration Farewell Dinner
9	22-Dec	Thurs	Lisbon	Depart Hotel Transfer to the airport

Important Reminders:

- Due to COVID-19 all dates, activities, and costs are tentative.
- Our partner the Austral Group requires all travelers must be fully vaccinated against COVID – 19, including booster. Students will need to provide their vaccine cards to the Study Abroad office by **October 17, 2022**
- Students are responsible for cost of COVID-19 test.
- All students must attend a Trulaske Abroad Info Session before committing to the program.
- Do not purchase your flight without prior approval from the Director of Study Abroad.
- Course meets prior to departure October 25 – December 6, 2022, Tuesdays, 6-8:30pm. Attendance is mandatory.