Rome, Italy Summer Global Faculty-Led Program

 DETAILS

 COURSE TITLE
 MARK 360: Retailing Management

 PROGRAM DATES
 May 14-26, 2017

 COST
 Program Fee: $1,935
 Tuition: $2,253
 Total Program Fee: $4,188

 WHAT’S INCLUDED
 Accommodations • Two group meals • On-site transportation • CISI health insurance • On-site program support • Cultural activities and excursions • Trip to Florence

 APPLICATION DEADLINE
 3/15/2017
 Apply online by visiting LUC.edu/studyabroadapp

 HIGHLIGHTS

 Learn how global consumers and retailers together enhance society’s well-being.

 Explore Rome as a center of the global economy for retailing science.

 Transform your role as an international consumer in the global marketplace.

 FOR MORE INFORMATION, CONTACT:
 Office for International Programs
 Lake Shore Campus • Sullivan Center 206
 kheath2@LUC.edu • 773-508-7706
 LUC.edu/studyabroad

 &

 Dr. Stacy Neier Beran
 Quinlan School of Business
 sneier@LUC.edu • 312-915-6581
 LUC.edu/quinlan
**Rome, Italy Summer Global Faculty-Led Program**

**May 14-26, 2017**

**TENTATIVE CALENDAR:**
- TBD  Mandatory Pre-departure Orientation
- 5/14  Students Arrive in Rome, Italy
- 5/26  Program Ends

**TUITION FEE:** $2,253
- Three credit hours of Loyola summer session tuition

**PROGRAM FEE:** $1,935
- Double-occupancy rooms at the John Felice Rome Center
- Welcome and departure celebration dinners
- Cultural activities and excursions, including a walking/bus tour of Rome and entry to museums
- Weekend trip to Florence
- CISI health insurance

**APPROXIMATE TOTAL COST:** $4,188
- Does not include:
  - Round-trip airfare approximately $1,100
  - Personal spending money
  - Most meals

**PROGRAM DESCRIPTION:**
This intensive two-week study abroad program provides students with the opportunity to explore the global nature of retailing as a service sector, with Italy as a learning laboratory. While the class will be based at the John Felice Rome Center, students will also take a weekend trip to Florence, inclusive of tours to The Leather School and Museo Salvatore Ferragamo. Additionally, students will visit several companies to gain insight into various retailing types.

**COURSE TITLE:**
MARK 360: Retailing Management

This course fulfills:
- Writing Intensive
- Elective for Marketing major/minor

**COURSE PRE-REQUISITE:**
Junior standing, minimum grade of “C-” in MARK 201.

**COURSE INSTRUCTOR:**
Stacy Neier Beran, PhD, Senior Lecturer
Department of Marketing, Quinlan School of Business

**COURSE DESCRIPTION:**
MARK 360: Retailing Management familiarizes students with the science and trends involved in retailing. This interdisciplinary course emphasizes the set of business activities that add value to products sold to consumers for personal or family use. The emphasis is on cross-cultural, historical, and contemporary settings that significantly impact current retailing strategies and tactics. Traditional retailing formats continuously shift, so unconventional retailing – stemming from movements towards sharing and circular economic models – provides a foundation from which to develop claims about how retailers may more effectively enhance consumer well-being and flourishing, global societies.

**CREDIT HOURS EARNED:**
Three hours

**APPLICATION DEADLINE:**
Wednesday, March 15, 2017
Visit [LUC.edu/studyabroadapp](http://LUC.edu/studyabroadapp) to complete the quick and easy online application! As part of your online application, you must upload a copy of your valid passport or passport application receipt and pay a $100 non-refundable Office for International Programs (OIP) study abroad fee by credit card.