

# LEHIGH IN BELGIUM



Summer 2012  
May 11<sup>th</sup> – June 9<sup>th</sup>, 2012  
Courses Offered

Marketing 360-10 (3.0)  
Marketing 371-12 (3.0)  
Marketing 320-10 (3.0)

Music 12 -10 (3.0)

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Submit Application by December 9, 2011, to:  
Study Abroad – Lehigh University  
32 Sayre Drive, Coxe Hall  
Bethlehem, PA 18015

Phone: 610-758-3351 - Fax: 610-758-5156 Email: [studyabroad@lehigh.edu](mailto:studyabroad@lehigh.edu)

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## Program Overview

This successful program, offered for the twenty-second year, is located in the heart of the European Union. Professors Jim Maskulka, Lehigh Department of Marketing, and Paul Salerni, Lehigh Department of Music, have designed courses to take advantage of **Belgium's** unique and pivotal role in the political, economic, and cultural development of modern Europe. In addition, the proximity to **Brussels**, the capital of an expanding European Union, enables the student to experience first-hand insights from members of the European Parliament as well as the rich artistic offerings of a major international city. Students taking marketing and music courses concurrently are able to get a broad perspective on the economic and cultural life of contemporary Europe. On the one hand, many Europeans want to retain their traditional national identities and membership in separate nation-states. Yet, they also know the conflicts this has produced in the past and they recognize that fundamental economic change is necessary if they are to realize a better future. They embrace their own cultures, but, also, look outward to their neighbors and allies for new ideas and inspirations. Classes are held Monday, Tuesday, and Thursday. On Wednesday, field-trips occur, and students have the opportunity for independent travel on weekends.

## Location

The city of **Leuven, Belgium**, with a population of about 90,000 boasts a prestigious university that dates from the Middle Ages and a magnificent late Gothic city hall. Major industries are brewing, metal working, shoe manufacturing, and electrical apparatus. Situated in the center of Belgium, you can reach the Netherlands, Luxembourg, Germany, or France in about 1 1/2 hours by train. You can also travel to the North Sea coast in the same amount of time and cross into England by Hovercraft or you may use the "Chunnel" which will take you from Brussels to London in 3 1/4 hours. Paris lies nearby, too, within 1 1/2 hours on the TGV.

The four-week program is held at **The Louvain Institute for Irish Affairs in Europe** located in the center of Leuven. This facility provides the group's living accommodations, classrooms, and dining room, among other support services.

Students enrolling in the program are required to register for 6 credits and to take at least one lecture course from either Marketing or Music. Hence, students may select (1) two marketing courses; (one of which must be a lecture course) or (2) one music and one marketing course.



**The Oude Markt -- The 'Old Market' in Leuven**

## COURSE DESCRIPTIONS

### **Music 12-10. A Survey of Jazz History (3) Salerni.**

The history of jazz starting from its roots in the blues and following chronologically from ragtime through the emergence of jazz-rock in the 1970s. The course is designed for both students with and without musical training. Although the emphasis is on the evolution of the various jazz styles and the distinctive quality of jazz's greatest practitioners, some attention will be paid to the historical and social context surrounding the birth and development of jazz. We will take advantage of the lively jazz scene in Belgium for regular trips to jazz clubs and concerts, and, also, discuss how Europe accepts and celebrates jazz and its artists. No prerequisite. (H)

### **Marketing 320-10. Global Marketing (3) Maskulka.**

The emergence of the European Union (EU) as the world's largest internal market has created significant business opportunities and threats for companies operating both within and outside the EU. While there are many business factors to consider, it is believed that designing effective marketing strategies will be especially critical to competitive success in the European Union. Officials from the European Commission are scheduled as guest speakers. Prerequisites are MKT III and *Instructor Permission*.

### **Marketing 371-10. Special Topics in European Marketing (3) Maskulka.**

This course is designed to provide the interested business student with a more in-depth study of European marketing systems through the pedagogy of a term project. The class format is the group preparation and presentation of Marketing Plan for entering a foreign market. Prerequisites are MKT III and concurrent enrollment in MKT 320-10.

### **\*\* Marketing 360-10. Market Practicum (3) Maskulka.**

The marketing practicum combines formal class work on marketing problem formulation and business communications with an intensive internship or consulting engagement with a business. Students work with client firms to develop individual or team projects which focus on marketing activities such as market research, strategy development, sales management, and promotion management. Upon completion of the project, students submit a written report and often make a formal presentation to the clients. Prerequisites are MKT III, MKT 311, and/or MKT 312. *Professor Permission Required*.

- (1) \*\* An up-to-date resume/CV is required to be submitted with application for the Marketing Practicum course\*\*
- (2)\*\* If pre-approved for an internship, a personal interview(s) with each intern will be conducted by Professor Maskulka before final acceptance is granted for the Marketing Practicum course.
- (3)\*\* The student's intent to participate in an internship must be made by December 9, 2011.

## ACCOMMODATIONS

Double occupancy rooms at **The Louvain Institute for Irish Affairs in Europe (aka the Irish College)** in Leuven, Belgium. To provide maximum flexibility, the program fee includes a four-day meal plan (Sunday evening through Thursday lunch) at the Irish College. Other meals are the student's responsibility.

## TRAVEL

Students will depart on **Friday, May 11, 2012** and return on **Saturday, June 9, 2012**. Students will be responsible to make and pay for their own travel arrangements. We will notify students of the professors' travel plans and highly recommend they make their travel plans to correspond with the professors.

## COST AND PAYMENTS

**TOTAL COST - Tentative \$5,600\* (undergraduate fee)** - This includes tuition for two courses (six credits), double-occupancy housing for the nights of May 11-June 9, 2012, and a 4-day meal plan. The program cost also includes an International Student ID Card, the use of the Irish College facilities, field trips, and group activities. Not included are roundtrip airfare, meals outside the meal plan, laundry, local travel, personal expenditures, or any other costs, such as extra nights lodging and meals due to unforeseen events. \*Housing costs are reasonable estimates at this time. Final billing will reflect any changes in cost. **An additional fee will be assessed for students enrolling in MKT 360 – 10 - Marketing Practicum to help defray the costs associated with student placement in Belgium.**

**PAYMENT** - \$200 non-refundable deposit, plus \$50 application fee, is required with application and paid to the Bursar's Office. Upon acceptance into the program, the balance of the Program Cost will be charged to the student's Lehigh account.

**CANCELLATION** - If a student withdraws before **February 12, 2012** there is no deposit/fee refund. If a student withdraws after **February 12, 2012** in addition to forfeiting deposit/fee he/she will be responsible for charges related to housing reservations that Lehigh has incurred on their behalf. Note: If a student is dropped from the program for any reason prior to departure date, a full refund on tuition will be made (minus the \$250 deposit/fee). However, depending upon the circumstances, the student may still be responsible for housing cancellation fees.

## FLIGHT INFORMATION

**1. RESERVATIONS** - Participants are responsible for the cost of airfare to Belgium and making their own flight arrangements. Students will be given the professors' travel plans and it is highly recommended that they make their travel plans to correspond with the professors.

**2. AIRLINE CANCELLATIONS AND CHANGES** – Once a ticket is issued, penalties may apply if a change or cancellation is made. These penalties may be as severe as being totally NON-REFUNDABLE, according to the airline or operator's policies. Please be aware that your flight arrangements should be secured as soon as possible, but no later than 60 days prior. **VERY IMPORTANT** – Trip cancellation insurance is available for a reasonable cost from a number of reliable providers, and is strongly recommended.

**3. DOCUMENTATION** - Each passenger must ensure that he/she has a valid passport (and visa, if not a U.S. citizen). If you do not have a passport at this time, apply for one immediately.



**Student Barbecue at the Irish College**