The Europe and Morocco Experience Design & Management study abroad will be exploring twelve countries including Greece, Albania, Montenegro, Bosnia, Slovenia, Croatia, Austria, Germany, Switzerland, Italy, Spain, and Morocco. Students will have the opportunity to work with and experience tourist venues such as theme parks, museums, stadiums, theatres, cathedrals, castles, arenas, resorts and national parks in many countries. Students will participate in the experience provided by the venues and regularly meet with the management to learn how they design and manage the visitor experience. It has been recognized that venues who design and implement top-notch customer experiences are gaining market share over their competition. Analysis of venues and active staged experiences among many iconic attractions in Europe and Morocco will serve as the context for student learning. Immersion in the exquisite scenery and adventures of Europe and Morocco will be a highlight of the program.

DATES
4 May – 22 June 2020 (approximately)

COURSES
Required: Classes will meet specialization electives for Experience Industry Management majors and can be customized for independent study courses in many majors.
Bus M 430—Introduction to International Business (3 credit hours)
ExDM 490R—Special Topics in ExDM (3 credit hours)
This program will fulfill course and foreign experience requirements for the Global Management Certificate offered by the Marriott School.

HOUSING
Students stay in local hostels, guesthouses, apartments, monasteries and hotels. The program arranges all housing and travel.

COST
$9,400-9,800 (includes airfare, housing, travel within Europe and Morocco, group tours, entrance fees to venues, excursions, one-third of all meals and international health insurance)

Cost also includes Latter-day Saint undergraduate full tuition (increased cost for graduates and non-Latter-day Saint students).

Not included: Students are responsible for remaining meals and any personal expenses such as public transportation, attractions visited on personal time, and souvenirs.

Part-time BYU students and non-BYU students will need to pay an additional tuition fee of approximately $304.

PREPARATION
Accepted students are required to participate in an international, cross-cultural preparation course (IAS 201R, 1 credit). This evening course will be held on Thursdays from 4:00-6:00 during the second block of winter semester 2020.

FUNDING SOURCES
Regular BYU tuition scholarships, Pell Grants, and Federal Insured Student Loans may be applied to Study Abroad programs.

Students who submit the financial aid section of the ISP application, and who have a current FAFSA form on file at the Financial Aid Office (A-41 ASB), will be considered for a Study Abroad scholarship.

Academic departments and colleges may assist with scholarships and grants. Private grants and scholarships outside of BYU may also assist (see kennedy.byu.edu/ispscholarships/).

APPLICATION PROCESS
Complete the online application at kennedy.byu.edu/apply. A non-refundable $35 application fee is required. Applicants will be interviewed once the application is complete and will be notified via e-mail of their acceptance into the program. Please refer to the 2020 Payment Information document for payment schedule (see kennedy.byu.edu/isp-forms/ISPpayments2020.pdf)

Deadline: 28 December 2019

FACULTY
Peter Ward, Associate Professor of Experience Design and Management in the Marriott School has directed five study abroad programs and research trips to Europe, Iceland, and Uganda. He has extensive experience directing study expeditions throughout the Western U.S.

W427 TNRB
801) 422-3140
peter_ward@byu.edu

SCHEDULE AND TIME COMMITMENT
Condensed courses will be taught the first week of Spring Term prior to traveling 7 weeks in Europe and Morocco.

INTERESTED STUDENTS SHOULD CONTACT
International Study Programs
101 HRCB
(801) 422-3686
isp@byu.edu
kennedy.byu.edu/isp

PROGRAM ADJUSTMENTS
ISP reserves the right to cancel this program, revise its offerings, or make any adjustments to the preliminary cost estimates due to conditions beyond its control.