

MARKETING LONDON

Advertising Strategies for a Diverse World



Travel Dates:
April 25; May 2, 2020

Program Dates:
April 26 – May 1, 2020

Social Media:
 gbc.global

George Brown College is offering a for-credit study abroad course that takes students across the Atlantic Ocean to explore diverse marketing strategies in London, England.

Through online classes that culminate with the experience in London, students will explore advertising and marketing strategies of the U.K. while discovering the cultural heritage and modernization of England's capital city. The course will focus on media planning, buying and evaluation through behind-the-scenes tours and hands-on experiences across the city. Students will also gain professional connections with some of the top marketing leaders in the country.

Students who successfully complete this study abroad course will receive credit for the MARK2063 Advertising and Media Campaign Development (IMC 2) course.

Faculty Lead: Lori Futterer, lfuttere@georgebrown.ca

Program Fee:
\$4,000 CAD
(subject to change based on final participant numbers)

Program Fee includes:

- Round trip airfare
- Accommodations
- Breakfast, 1 lunch, 2 dinners
- Ground transportation

Participants are responsible for:

- Passport & visa expenses
- Travel/medical insurance
- Meals not included above
- Gratuities, souvenirs, personal purchases

Eligibility:

- Open to students in the School of Marketing
- Minimum 2.5 GPA
- Passport with at least 6 months validity after trip end date
- Eligible to obtain visa to the UK

Requirements:

- Attend mandatory pre-departure orientation at George Brown College
- Complete & sign all mandatory mobility forms
- Successful completion of MARK1055

Application:

- georgebrown.ca/globalmobility/opportunities
- Submit \$500 non-refundable deposit to George Brown College
- Complete application submitted by application deadline posted on website

Questions? Ready to submit? Email globalmobility@georgebrown.ca