

Fordham University Gabelli Fall 2011 London Program

Tentative Program Dates: 1st September – 19th December 2011



*Study Abroad Program designed especially for Marketing students and Liberal Arts students Minor in Business
Minimum GPA of 3.0 required*

Program will incorporate this global city into the following courses

- British Culture (Fine Arts Core course or liberal arts elective)
- Marketing Consulting (Marketing major/conc. or business minor course)
- Marketing in the UK (Marketing major/conc. or business minor course)
- International Marketing (Marketing major/conc. or business minor course)
- Operations Production Management (Business Core course or business minor course)
- Principles of Management (Business Core course or business minor course)
- Business Ethics (Business Core course or business minor course)

Special Program Features

- Spend 18 weeks studying and living in London
- Enroll in 4 or 5 of the courses offered
- Classes held at Fordham's London Centre at Heythrop College
- Visit with top London and international marketing companies
- Network with Fordham alumni living in London
- Explore world-class art museums and other cultural sites
- Learn about the marketing of luxury goods in weekend trip to Paris

All interested students should contact

Catherine Einersen, Ed.D.
Assistant Dean and Director of International Initiatives- Gabelli School of Business
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Additional information and application at www.fordham.edu/gslondon/

**EARLY ACTION DEADLINE:
MARCH 23, 2011**

**REGULAR DEADLINE:
MARCH 31, 2011**