

Fordham University Gabelli Fall 2011 London Program

Tentative Program Dates: 27 August – 18 December 2011



*Study Abroad Program designed especially for business and marketing students and liberal arts students minoring in business
Minimum GPA of 2.8 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 the Director of International Initiatives – Gabelli School of Business
718-817-4100 • ceinersen@fordham.edu

Additional information and application at www.fordham.edu/gblondon/



**EARLY ACTION DEADLINE:
MARCH 1, 2011**

**REGULAR DEADLINE:
MARCH 25, 2011**

