



**Program Description:**

This innovative two-week program offers undergraduate students the opportunity to work with a variety of major companies in Germany, such as Volkswagen headquartered in Wolfsburg, to address global marketing issues, questions and themes. In this automotive city the UMass Dartmouth students will explore the global marketing strategies of the automotive and logistics industries with special emphasis on Volkswagen.

**Dates: Spring 2015 Registration Required**  
**Travel dates May 18—29, 2015**

**Course of Study:**

Students will attend classes at UMass D and in Wolfsburg, Germany. The classes are taught in **English** by professors from various parts of the world. This three-credit course (MKT 362) is only available to undergraduate students. The experience and class will satisfy the international experience requirement for the International Business Minor.

**Accommodations:**

Students' accommodations are in shared rooms in a new youth hostel located in Wolfsburg. Free breakfast is provided by the hostel, but other meals can be purchased in area restaurants.

**Program Requirements:**

Students need to fulfill the following requirements in order to be considered for the Program:

- Undergraduate students
- 2.5 GPA overall
- No German language experience required
- Good academic & student conduct history
- Application process completed by December 1, 2014

**Program Cost: \$1,659** (excludes: flight, ground transportation, and meals) \*Plus \$250 IPO Study Abroad Fee  
**Includes:**

- **Three (3) undergraduate credits, MKT 362**
- **Housing**
- **Volkswagen Autostadt and factory tours**
- **Berlin and Hamburg Tours**
- **Breakfast included in the lodging**

**Application Deadlines:**

Application is due October 27, 2014 with \$250 non-refundable deposit and full payment due on December 1, 2014. The **Short-Term Application** form is available at <http://www.umassd.edu/ipo/studyabroad/> or at the International Programs Office (LARTS 16).



See a video produced by a former student to get a feel for the program (<http://vimeo.com/4919074>).