

# UF in Bayreuth, Germany

University of Florida Study Abroad

Summer: June 10-14, 2011



The UF in Bayreuth program offers students an opportunity to earn 3 credits studying International Sport Marketing as part of the European Association for Sport Management (EASM) Summer School.



**2011 Program Fee: \$1,080 + \$16.22 local fees per credit**

**Program fee includes:** Tuition for one 3-credit course, 5 days full board accommodation at the Bayreuth Youth Hostel beginning with dinner on June 10 and ending with lunch on June 14th, compulsory farewell party, cost of instruction and administration, international health insurance and emergency medical assistance.

*Round-trip airfare not included.*

## TENTATIVE HIGHLIGHTS

- ❖ International perspective and experience.
- ❖ Curriculum according to the demand of the labour market.
- ❖ Students create their own international network.

## COURSE OFFERINGS – 3 UF GPA credits.

Course taught by UF for UF GPA credit:

- ❖ **SPM 4905** – Intl Sport Marketing

All students must participate in all course requirements including, but not limited to, distance learning (pre-travel) assignments/readings, lectures, group work, student presentations, final written exam, and all other prescribed activities.

**Application Deadline  
February 18, 2011**

**Eligibility:** This course is open to sophomore/junior/senior sport management majors who have earned a 2.50 GPA on 4.0 scale.

## Contact Information:

**UFIC Study Abroad Advisor: Dena Roberts** –  
droberts@ufic.ufl.edu – 352-273-1518

### Program Coordinators:

Dr. Matthew Walker - [walkerma@hnp.ufl.edu](mailto:walkerma@hnp.ufl.edu)  
DeEtta Rhodes – [drhodes@hnp.ufl.edu](mailto:drhodes@hnp.ufl.edu)

### Student Financial Aid Advisor:

See your assigned financial aid advisor

## **International Sport Marketing**

This course is designed to expose students to sport marketing from an international perspective

Upon completion of the course students will gain an overview of international sport marketing issues in the field of fan behaviour, value creation for customers, and sports and media.



## **Financial Aid**

University of Florida students needing financial aid should apply through UF Student Financial Affairs (SFA). Non-UF students needing financial aid must apply to their home institutions.

Assistantships **do not** cover the tuition cost of University of Florida graduate students.

## **Academic Credits**

As this is a UF program, credits taken can satisfy major, elective and/or international/diversity with prior approval.



## **Scholarships**

The Department of Tourism, Recreation and Sport Management is offering three (3) \$500 scholarships for a total of \$1,500.

Each \$500 scholarship will be applied directly to the program cost for this study abroad course. To be considered, please submit your application and supporting materials to DeEtta Rhodes ([drhodes@hhp.ufl.edu](mailto:drhodes@hhp.ufl.edu)) by February 10, 2011.

## **Application deadline is February 18, 2011**

*Space is limited – please apply early*

Application and program information are available online at: <http://www.abroad.ufic.ufl.edu/>

For more information please contact any persons listed on the front of this flyer.

## **FEES DUE UPON APPLICATION:**

A \$250 nonrefundable deposit toward the total cost of the program is required at the time of application. The remaining fees are due no later than 30 days prior to departure.

**Effective Spring 2011 for 2010-11:** Students will be charged local fees for UFGPA credit of \$16.22 per undergraduate credit or \$32.05 per graduate credit. These fees will be assessed and paid to UFS in addition to the program fee paid to the International Center.

Students receiving financial aid may defer payment until their financial aid disperses.

### ***Not Included in the program fees:***

UF local fees, round-trip airfare, additional personal travel and personal expenses.