

UF in China – 2009: Post-Game Marketing and Management of Olympic Venues

University of Florida Study Abroad

Travel abroad: May 20-June 6, 2009



The UF in China program offers students an opportunity to earn three credits while studying in Beijing, China. Students will spend 15 days learning with the faculty and students of Tsinghua University, as well as from other local professionals. Afternoons will include visits to various Olympic venues and historical sites in and around Beijing.

TENTATIVE HIGHLIGHTS

- ❖ This course offers lectures on venue marketing and management of post 2008 Beijing Olympic Games; explores pre and post-Olympic sport tourism; and provides experience in traditional Chinese sports
- ❖ Tour of Beijing Olympic venues: Bird's Nest, Water Cube, Basketball arena, tennis complex, and more.
- ❖ Visit to the Beijing Olympic training facilities
- ❖ Visits to various Olympic exhibits & Olympic Park
- ❖ Tours of the Forbidden City, the Great Wall, and Tiananmen Square

COURSE OFFERINGS – 3 UF GPA credits.

Courses taught by UF for UF GPA credit:

- ❖ LEI 4955 – Sport Mgmt Topics in China
- ❖ LEI 6931 – Sport Mgmt Topics in China

1. All students must participate in all pre-trip and post-trip lectures/discussions, library assignments, field excursions, projects, and general activities.
2. Graduate students will be required to lead a presentation and group project.

Application Deadline
March 20, 2009



2009 Program fee: \$2782 undergraduate
\$3448 graduate

Fee includes: Tuition for 3-credit course, 15 nights in dormitory with double occupancy and in-suite bathroom, daily breakfast, transportation, excursions, gratuities, taxes, cost of instruction and administration, and MedEx emergency insurance.

Cost for round-trip airfare is additional:
(~\$1300)

Eligibility: Undergraduate and graduate students who:

- Have a least a GPA of 2.5 on 4.0 scale
- Are at least 18 years of age
- Open to all majors and other colleges

Contact Information:

UFIC Study Abroad Advisor:

Kirsten Eller – keller@ufic.ufl.edu 352-392-5323 x709

Program Coordinator: Dr. Daniel Connaughton at danc@hnp.ufl.edu

Dr. James J. Zhang at jamesz@hnp.ufl.edu

or DeEtta Rhodes at drhodes@hnp.ufl.edu or 352-392-0578 x1227

Financial Aid: See your assigned Financial Aid Advisor – 352-392-1275
107 Criser Hall



University of Florida reserves the right to make changes.
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Phone: 352-392-5323 x 700 * Fax: 352-392-5575 * Email: sas@ufic.ufl.edu * Web: www.ufic.ufl.edu

UF in China

- The program focus is on post-Olympics Beijing, including the organization of the 2008 Beijing Olympics, venues, marketing, and sport tourism. Students will also learn about sport development and physical activities in China, China's educational system, and Chinese culture, history, and geography.
- Tentative site visits in China include: Beijing Olympic venues, Olympic training facilities, the Forbidden City, the Great Wall, and Olympic Exhibits and Park.



Beijing National Stadium
Bird's Nest/Olympic National Stadium

Academic Credits

As this is a UF program, credits taken can satisfy major, elective, and summer residency requirements with prior approval.

Application deadline March 20, 2009

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.

Financial Aid

University of Florida students needing financial aid should apply through UF Student Financial Affairs (SFA). SFA provides an advisor for study abroad students. Please contact your assigned Financial Aid Advisor in 107 Criser Hall - 352-392-1275.

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.

As this program is offered during the summer semester, students will **not** be able to use the Florida Bright Futures program toward the cost.

Passport

All students must have a valid passport that remains valid for the duration of travel in China. U.S. citizens are required to obtain a valid visa for travel to China. Non-US citizens, please check with UFIC.

Visa

All students must have a valid Chinese visa (~\$50) for entry into China.

FEES DUE UPON APPLICATION:

A \$250 deposit toward the total cost of the program is required at the time of application, of which \$50 is non-refundable. The remaining fees are due no later than 60 days prior to departure.

Students receiving financial aid may defer payment for up to 60 days after departure

Not Included in the program fees:

Round-trip airfare, some meals and personal expenses.

Major medical health insurance coverage while outside of the United States is **MANDATORY** for all UF students. Verification of major medical health insurance coverage which meets UF standards is required.