

London Business Internship Program--Summer 2015



General Information:

Upgrade your resume, earn AU credits and join students from universities around the country, interning in London. Placements guaranteed in a professional practice internship through EUSA (European Study Abroad and London Placement Limited). The program is a total of 8 weeks long, including 4 weeks of coursework and cultural excursions and 4 weeks of internship work (40+ hours per week) to meet UK immigration regulations. All work assignments will be in London, United Kingdom.

Program Start and End Date:

June 14, 2015 (leave U.S.A.) – August 8, 2015 (Return to U.S.A.).

Academic Director:

<p>Dr. Dan Padgett College of Business, Associate Professor of Marketing, Department of Marketing. EMAIL: padgedt@auburn.edu Tel: (334) 844-2462</p>

Objectives of the Program:

This program provides hands-on internship experience in a major business area. The program includes 4 weeks of coursework and cultural activities and 4 weeks full time internship work (40+ hours per week). All students will work with an AU Faculty supervisor in their major business area along with the program director - to discuss their progress in their internship.

Academic Program & Requirements: 9 Credits Possible! (included in fees)

Typical courses are 3 credit hours each and include: Internship in major/minor area (MKTG 4920, FINC 4920, SCMN 4920, MGNT 4920, HRMN 4920, ISMN 4920, BUSIN 4920—for accounting majors and general business), PRCM 4920, etc.), MKTG 3310 (Principles of Marketing), MKTG 4400 (International Marketing), MKTG 4410 (Consumer behavior), MKTG 4320 (Advertising and Promotion), and FINC 3700 (Financial Marketing and Institutions). A Management course or possibly two will also be offered (likely MNGT 3100 –Principles of Management or MNGT 3460—

Organizational Behavior, but there is a possibility we will be able to offer MNGT 4800—Strategic Management). A Supply Chain elective is also likely.

Open to Juniors & Seniors in the College of Business and those with Business Minors and an ungapped GPA of 2.75 or higher. Other majors are possible so check with the Director for more information. Student must complete all AU, College (COB, etc.), and course requirements to receive academic credit, including any prerequisites.

Passport and Visa Requirements:

Students will be required to have a valid Passport, good for 6 months after they return to the US after their internship. They will also be required to get a UK Tier 4 visa (supporting paperwork and documentation provided by Auburn University and EUSA). Visa application paperwork will be distributed at internship group meetings. If you do not have a Passport: go to: www.auburn.edu/aub-ie/studyabroad.

Program Fees: \$10,562 (Maximum, but might be lower pending final budget)

Includes up to 9 Credits (3 Internship and up to 6 Elective) PLUS:

- * Housing (See www.nidostudentliving.com/home.php) for example
- * Orientation, Interviews, Placement, and Basic Social Programs with EUSA
- * Walking tour of London and reception social during orientation week
- * 1 Day excursion to Stonehenge/Bath (or similar cultural excursion)
- * Shakespearean play at the Globe Theater (or similar event)
- * Transportation on London Underground and buses for program duration.
- * Cell phone rental (free local calls in London and incoming international calls)
- * Trip cancellation insurance
- * Emergency evacuation insurance

Not Included (Must be provided by student):

Airfare to London and return
Meals (there is a kitchen in each flat)
Passport, visa (Currently about **\$500**)
Personal expenses and other travel or entertainment

Auburn Abroad Fee: \$604*

HCOB Professional Fees (if applicable): Up to \$150*

*Fees billed separately on student's Bursar Account.

Living Arrangements/ Housing/Meals/Transportation:

Students live in shared flats in the heart of London, in easy walking distance to London Underground, buses, trains, taxis, royal parks and essential amenities. An Oyster Card for

travel on London Underground and bus network for the duration of the program is included in program fee. Each fully furnished flat has a kitchen with modern cooking facilities, high speed Ethernet connections, phone lines and basic weekly housekeeping. Meals not included in program fee.

Important Dates/Calendar

***Applications will close when programs have been filled. Contact Dr. Padgett for further information.**

October 27, 2014	Application period begins, but space is limited so apply now.*
February 6, 2015	First ½ payment due to Bursar
March 13, 2015	Second ½ payment due to Bursar
March	Completed application packet due to Auburn Office of International Education
April 3, 2015	Auburn Study Abroad Fee due to Bursar (\$604)
June 14, 2015	Leave USA, arrive London June 15th
June 15 – July 10	Coursework and cultural activities
July 13 – August 7	Internship
August 8, 2015	Leave London and arrive USA
August 2015	HCoB professional fee due (\$150)

Examples Recent Placements for Auburn students in the EUSA Program 2007-2014

JP Morgan, Elizabeth Arden, Four Seasons Hotel, Universal Pictures, Simon & Schuster, Barclays Wealth Management, Clinique, L’Oreal, CPLG, Relay Worldwide, Kaupthing Singer & Friedlander, GE Europe, London Underground, Bauer Media, Informa PLC, Omerta Group, Citibank, Dow Jones FIS, Disney, Lemon Group, Sponsorship Intelligence, Royal College of Art, IUR Capital, The Tasting Sessions, BBC Worldwide Ltd., Gross Klein, American Airlines, Jamie Oliver’s Food Revolution, among others.

Applications begin Oct 27th. Program is limited to 10 students so APPLY NOW.

For more information or to apply, contact: Dr. Dan Padgett, (334) 844-2462 or E-mail: padgedt@auburn.edu. Ask how you can bring a friend from another university.