

# The University of Memphis Study Abroad Program

## Sport, Commerce, & Culture in the Global Marketplace

# SUMMER 2017



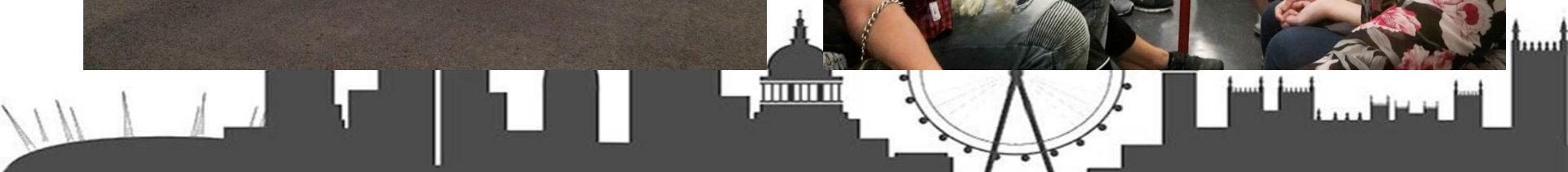
**The United Kingdom – July 17 – July 30, 2017**

**Earn 6 hours of academic credit (2 courses)**

**For Trip Webpage and Application [CLICK HERE](#)**

# History of the Program

- Has historically been one of the most popular at the U of M
- Relaunched in the summer of 2016 with a new, innovative format



# Why Join Us in the UK?

- Provides advanced undergraduate and graduate students interested in global sport business, marketing and media, popular culture, and policy with first-hand experience and an understanding of the dynamic global sport marketplace
- Incumbent upon managers to understand the dynamics of globalization and its impact on sport organizations today
- Most major sport organizations based in the U.S. must now be globally oriented to market their products. Graduates must demonstrate to potential employers their appreciation of the broader global context in which sport organizations operate.





# What the 2016 Students Have Said...

- **“It was an incredible experience and it will sincerely alter my future career for the better. If you think study abroad is a glorified vacation, you will learn that it is, in fact, much bigger than that.”**
- **“One of the main reasons I decided to go on the trip was because it was so affordable...I was very pleased with the price I paid for everything I got out of this program.”**
- **“This program, unlike a classroom, gave us the opportunity to experience firsthand the perspective of the global marketplace... Through this journey, we made friends for life, all while studying what we love. It didn't even feel like school.”**



# What the 2016 Students Have Said...

- **“I will forever be grateful for this trip and the lessons it has taught me not only on an industry level, but on a personal level as well.”**
- **“Originally, I thought it would be great to take a trip to England and get credit hours while doing so, but I ended up learning far more than I ever expected...I learned so much from the stadiums we visited, lectures and readings, and also from the other students in the program...This experience has opened my eyes to more opportunities and made me realize the different paths I can take in the hospitality industry, but also the sports industry.”**
- **“What an amazing two weeks! I do not think I could have asked for a better experience in England. I was worried about the trip because I did not know anyone else on the trip and thought they all knew each other. It only took one day for us all to become friends. I do not think you could have put a more diverse group together from the same program if you tried. We had people focusing on all different sides of sport, all different levels of sport, and even some who are not seeking a sport focused degree. It was great to have so many perspectives throughout the trip and I believe we have built some new, strong relationships from our two weeks together.”**

# How It Works

- Full Summer Session
  - Able to register for other courses in 1<sup>st</sup> Summer Session if desired
- Course readings, discussion board participation, and other online preparatory assignments before trip with Dr. Berg
  - This portion of the program is meant to ensure students are fully engaged once they arrive to the UK and get the most out of their experience
- Travel to the UK!
  - Students pick their travel dates

# How It Works

- 2 weeks studying at Coventry University, which is one hour northwest of London by train
  - (July 17 – July 30)
  - Class discussions and presentations from Coventry faculty in the morning
  - Visits to sport industry organizations, insight from executive speakers, and cultural visits in the afternoon
- Submission of final projects at the end of the summer session
- Completion of all required assignments to Dr. Berg and Coventry faculty will result in the 6 credit hours being earned
  - Earning 6 credit hours during the summer can expedite how soon students can graduate or at least begin full-time employment

# Course Credit (6 Hours)

## • Undergraduate Students

- SLS 4135: Sport and Culture in the Global Perspective (3 credit hours)\* or
- SLS 4165: Sport, Leisure & Commerce & the Global City (3 credit hours) or
- SLS 4175: International Perspectives on the Management of Sport & Leisure Organizations (3 credit hours)

\*SLS 4135 is a required core course for the SLM major. If already taken or not applicable to the student, SLS 4165 and SLS 4175 would be the elective credit hours earned. Hospitality students can contact Dr. Berg or Ms. Peggy Callahan to discuss how the hours would be applied toward their degree.

## • Graduate Students

- SPRT 7165: Advanced Perspectives on Sport and Commerce and the Global City (3 credit hours) and
- SPRT 7175: Advanced Management of Sport Organizations in International Perspectives (3 credit hours)





# Sport Site Visits in the UK (Tentative)

- Manchester United
- Olympic Park
- Local Hockey and Rugby Teams
- Wembley Stadium



# Other Information

- To fully experience the history and culture of the UK, there will be many opportunities for touring/sightseeing
  - London, Birmingham, Manchester, Oxford, and Warwick
  - Group tours/passes are part of the program package, including a three day weekend visit to London!
- Be sure to pack some athletic gear as students will have access to the student rec center while staying at Coventry University





# Program Leader



- Dr. Brennan Berg, Assistant Professor
  - Sport Commerce Program in the Kemmons Wilson School
- An additional Sport Commerce faculty member may travel with the group to the UK



# What's in the Program Package?

- 6 hours of academic credit
- Lodging for 2 weeks at Coventry University
  - Single occupancy rooms
- Breakfasts and dinners during weekdays
- Welcome and farewell lunches
- All group travel while in the UK
- Admission and tours to sport site visits throughout the UK
- Non-sport/cultural tours throughout the UK



# Costs of Trip

- Program Package
  - \$2,600
- Flight to and from Europe
  - \$1,800
- Other meals and incidentals
  - \$1,000
- Credit by exam fees at the U of M
  - \$120

- Note: Many of the 2016 students were able to find roundtrip flights at \$1,450 or less using student discounts on websites like Studentuniverse.com or Google Flights



# Trip vs. Taking Classes at U of M

## Costs of Study Abroad Trip

- Program Package - \$2,600
- Flight to and from Europe - \$1,800
- Other meals and incidentals - \$1,000
- Credit by exam fees at the U of M - \$120

## Costs of Taking Two On-Campus Courses at The University of Memphis

- At the Summer 2016 Tuition Rate
  - Undergraduate: \$2,391
  - Graduate: \$3,387
- Books - \$150



# Funding the Trip

## Costs of Study Abroad Trip

- Program Package - \$2,600
- Flight to and from Europe - \$1,800
- Other meals and incidentals - \$1,000
- Credit by exam fee at the U of M - \$120

## Available Financial Aid

- U of M Study Abroad Scholarship - \$1,000 or more
  - March 1 application deadline for summer. 85% of applicants are awarded.
- Travel Aid - \$750
  - The **first 15** students who submit a completed application will qualify for this aid from the Kemmons Wilson School
- Other Financial Aid
  - U of M Presidential Scholarships, Pell Grants, Hope Scholarships, etc. can often be applied toward study abroad

# Going or Staying

## Costs of Study Abroad Trip

- Program Package - \$2,600
- Flight to and from Europe - \$1,800
- Other meals and incidentals - \$1,000
- Credit by exam fees at the U of M - \$120

## Expenses or Unused Funding by Not Going on the Trip

- Six Hours of Tuition
  - Undergraduate: \$2,391
  - Graduate: \$3,387
- Books - \$150
- U of M Study Abroad Scholarship - \$1,000
- Travel Aid - \$750
- Other Applicable Financial Aid (check with your funding sources!)



# Bottom Line

- Between the tuition and book fees to take two other courses at the U of M anyway and the available financial aid to fund the trip, participating students would have relatively low additional costs involved while earning six hours of credit toward their degree and simultaneously enjoying an unforgettable two week experience abroad



# Potential Financial Support

- U of M Study Abroad Scholarship
  - Study Abroad Scholarship [Website](#)
  - March 1 application deadline for summer programs
- First 15 students with completed applications will qualify for \$750 in travel aid from the Kemmons Wilson School
- Remember: In many cases financial aid (Pell Grants, U of M Presidential Scholarships, Hope Scholarships, student loans, etc.) can be used to help cover costs for study abroad
  - U of M Study Abroad and Financial Aid [Website](#)
  - Check with your funding sources!

# Application Process

- Limited slots available
- First come first serve basis
- A \$350 deposit must be submitted to complete the application for review
- Submit application through Global Learning Office Website:  
<http://www.memphis.edu/abroad>

Click on “Search Programs” and search “Sport Commerce”

- Receive confirmation from Dr. Berg that your application has been accepted and your space has been reserved pending approval by the Global Learning Office
- Another \$500 due by March 1, 2017
- Remaining Program Package fee is due by April 15, 2017
- Don’t forget your passport!

# Final Thoughts

- We want this study abroad trip to be an enriching and enjoyable experience for each student!
- Contact Dr. Berg with questions: FH 206, 678-2462, [bberg@memphis.edu](mailto:bberg@memphis.edu)
- Global Learning Website: <http://www.memphis.edu/abroad>
  - Click on “Search Programs” and search “Sport Commerce”
- Global Learning Office Contact: [tigersabroad@memphis.edu](mailto:tigersabroad@memphis.edu), 678-2814
- WHO IS GOING WITH US THIS YEAR?????

