

BABSON COLLEGE

Glavin Office of
International Education

UG MKT Elective Course
Spring '25 Travel

Professors Krista Hill Cummings & Beth Wynstra



NEW YORK CITY SHORT-TERM PROGRAM

AY 2024 - 2025



AGENDA



INTRODUCTIONS



PROGRAM OVERVIEW



APPLICATION/
PLACEMENT PROCESS



SHORT-TERM
PROGRAMS AY 24-25



Q&A

SHORT-TERM PROGRAMS TEAM



ELISE BEAUDIN

Director



AMANDA JEW

Program Manager



ELENA TABORDA

Program Manager

MKT The NYC Stage & Suite:
Exploring Services Marketing Through Theatre & Hospitality



KRISTA HILL CUMMINGS
Associate Professor, Marketing



BETH WYNSTRA
Associate Professor, Arts & Humanities

COURSE OVERVIEW



This course bridges the theoretical foundations of service marketing with tangible real-world examples from the world of performance, offering students an experiential opportunity in consumer psychology and theater marketing.

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COURSE OVERVIEW CONTINUED



- ✓ Workshops
- ✓ Guest Speakers
- ✓ Tours
- ✓ Broadway Shows
- ✓ Luxury Hotels
- ✓ First-Hand Experiences

ACADEMICS

Course Type	4-Credit Elective (UG)
Eligibility	Open to Sophomore, Junior, & Senior Babson Students
Pre-Requisites	<p>Student must remain in good academic standing with the college for duration of the course.</p> <p>Student must be in good standing with the Office of Community Standards.</p>
Requirements & Concentrations Fulfilled	MKT 2000/Concentration: Marketing

LEARNING OUTCOMES

- Deepen understanding of service marketing
- Witness, discuss, and write about the various processes for moving a theatrical work from page to stage
- Appreciate the role of emotion in consumer decisions
- Identify the conventions of different types of theater performance and the various roles for a theater production
- Experience and experiment with the various roles involved in a theater production
- Analyze and compare consumer experiences
- Apply theoretical knowledge practically

TIMELINE

Pre-Travel Sessions	<p>Class #1 Friday, January 31, 2025 1PM-3PM ET Luksic Hall 108</p> <p>Class #2 Saturday, February 8, 2025 9AM-5PM ET Off-Site <i>(Bus leaves from campus at 9AM and returns at 5PM)</i></p> <p>Class #3 Friday, March 7, 2025 1PM-2:15PM ET Luksic Hall 108</p> <p>Logistics Session: Trip Planning Meeting/ Pre-Departure Orientation Friday, March 7, 2025 2:30PM-4PM ET Luksic Hall 108</p>
Travel Dates	Sunday, March 16, 2025 - Saturday, March 22, 2025
Post-Travel	<p>Class #4 Friday, April 4, 2025 1PM-3PM ET Luksic Hall 108</p>



LET'S REVIEW

- Application Process
- Important Dates & Deadlines
- Financials
- Q&A

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GETTING READY TO APPLY

Brochure Page

- Review details on brochure page
- Ensure course fits into your academic plan and course schedule

Dates

- Check your calendar
- Discuss on-campus and travel dates with all 'stakeholders'

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BROCHURE PAGE

[List All](#) [Simple Search](#) [Advanced Search](#) [Featured Programs](#) [Map Search](#) [Program Discovery](#)

The NYC Stage and Suite: Exploring Services Marketing Through Theatre and Hospitality

The NYC Stage and Suite: Exploring Services Marketing Through Theatre and Hospitality

SPRING | Professors Krista Hill Cummings and Beth Wynstra

[Overview](#) [Dates](#) [Academics](#) [Finances](#) [Application](#) [Contact](#) [DEI](#)

ABOUT THE COURSE

This course bridges the theoretical foundations of service marketing with tangible real-world examples from the world of performance, offering students an experiential opportunity in consumer psychology and theater marketing.

WHY TAKE THIS COURSE?

By taking this course, students will deepen their understanding of service marketing; experience and experiment with the various roles involved in theater production; comprehend the pivotal role emotion plays in influencing consumer choices, particularly in the worlds of theatre and hospitality.

PROGRAM SNAPSHOT

Faculty Leaders	Krista Hill Cummings and Beth Wynstra
Time Frame	Spring 2025
Travel	Yes - New York City, NY, USA
Program Type/ Credit	Elective Away, 4 credits
Eligible Populations	Sophomore, Junior, Senior
Pre-Requisites	N/A
Program Fee	\$2500 (estimate)
Program Manager	Elena Taborda

[Short-Term Programs Course Offerings](#)

- Overview
- Dates
- Academics
- Finances
- Application
- Contact

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WELLNESS: SPECIAL NEEDS & ACCOMMODATIONS

Have a food allergy, intolerance, or other dietary restriction?	Meet with your Program Manager to discuss food options in your destination and any questions or concerns you may have.
Wish to request housing, academic, or other accommodations from the Office of Accessibility Resources?	To request accommodations for a Short-Term Program, complete and submit the Application Form located on the Accessibility Services Hub site prior to enrollment in the course
Have any physical, mental health, or other medically related needs?	Consult with your health care provider and/or Babson Health & Wellness resources. Program Manager available to consult on pace and logistics of travel as part of these conversations.
Want to learn more about diversity and inclusion abroad or away?	Visit our Diversity & Inclusion page to learn more about: students with disabilities abroad, multicultural students abroad, religion & spirituality abroad, women abroad, athletes abroad, and LGBTQ+ students abroad.

APPLICATION REQUIREMENTS

The screenshot shows the application requirements page for 'The NYC Stage and Suite: Exploring Services Marketing Through Theatre and Hospitality'. The page features a navigation bar with buttons for 'List All', 'Simple Search', 'Advanced Search', 'Featured Programs', 'Map Search', and 'Program Discovery'. The main header includes the program title and a banner image of the NYC skyline. Below the banner, there are tabs for 'Overview', 'Dates', 'Academics', 'Finances', 'Application', 'Contact', and 'DEI'. The 'Application' tab is selected, showing a 'Dates / Deadlines:' table with columns for 'Term', 'Year', 'App Deadline', 'Decision Date', 'Start Date', and 'End Date'. A red box highlights the 'App Deadline' column, which contains the text 'There are currently no active application cycles for this program.' Below the table, a large green 'Apply Now' button is highlighted with a red box. On the left side of the page, there are sections for 'HOW TO APPLY', 'HOW TO REGISTER', 'PROGRAM MANAGER/CONTACT', and 'SCHEDULE AN APPOINTMENT'.

The NYC Stage and Suite: Exploring Services Marketing Through Theatre and Hospitality

The NYC Stage and Suite: Exploring Services Marketing Through Theatre and Hospitality

SPRING | Professors Krista Hill Cummings and Beth Wynstra

Overview Dates Academics Finances **Application** Contact DEI

HOW TO APPLY

Please visit our website to learn more about the application process.

HOW TO REGISTER

The program manager will register students who have submitted their program commitment requirements, including the program fee, following acceptance to the course.

PROGRAM MANAGER/CONTACT

Elena Taborda: etaborda@babson.edu

SCHEDULE AN APPOINTMENT

To schedule an appointment with a Program Manager, visit advising.babson.edu or contact the Glavin Office of International Education Front Desk Monday through Friday, 8:30 AM – 4:30 PM ET:

Phone: +1 781-239-4565

Email: glavinoffice@babson.edu

Dates / Deadlines:					
Term	Year	App Deadline	Decision Date	Start Date	End Date
There are currently no active application cycles for this program.					

Apply Now

- Application
- Contact Info
- Pre-Departure Acknowledgment
- Community Standards Release

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Electives Abroad & Away

Commitment Process

A step by step guide

1

Log In

to the Education
Abroad Portal

2

Commit

or Decline
Placement

3

Review

Dates & Policies
Clear Calendar
of Conflicts

4

Complete

All Online
Commitment
Materials

5

Pay

\$500
Deposit

BEFORE Commitment Deadline

IMPORTANT DATES & DEADLINES

Initial Application Opens	Monday, October 7, 2024
Initial Application Deadline	Wednesday, October 23, 2024 @11:59PM ET
Rolling Application Opens (If space allows)	Thursday, October 24, 2024
Selection Email Sent	Thursday, October 31, 2024
Student Acceptance Commitments	Wednesday, November 6, 2024 @11:59PM ET
Rolling Application Closes	Monday, November 4, 2024 @11:59PM ET
Acceptance Email Sent	Friday, November 8, 2024
Rolling Applicants Commitments	Wednesday, November 13, 2024 @11:59PM

HOW MUCH WILL MY SHORT-TERM PROGRAM **COST?**



Estimated Total Cost: \$2,800

NYC - March '25 Travel | Summer Enrollment

Item	Amount	Notes
Program Fee	\$2,800	Included: 4* Hotel, daily breakfast, transportation, planned program meals, events Not included: Tuition, additional meals, personal expenses Payment: The program fee is paid to the Glavin Office
Babson Tuition	4-credits	Included in spring semester flat rate tuition charge
Estimated Incidentals	\$120	Misc Incidental Spending
<u>Estimated</u> Total Cost: \$2,800 USD + Tuition (4 credits/ Included - Flat Rate)		

FINANCIAL CONSIDERATIONS (UG)

Program Fee (Glavin)

Any deposit to confirm a student's enrollment in the course, as well as the remaining balance of the program fee, is paid directly by the student to the Glavin Office.

Tuition Cost (SFS)

- Undergraduate tuition is based on your matriculation date with the college. For more information about Babson's undergraduate tuition rates, visit [Tuition and Other Expenses](#).
- To discuss tuition, your financial situation and funding options, contact [Student Financial Services](#).

Scholarships

Students who receive a full-tuition scholarship can use a portion of their scholarship to pay for their tuition cost.

Loans

Students can choose to borrow loans to help cover expenses.

SFS CONTACTS

A - G	Judy Mascari (jmascari@babson.edu)
H - P	Kristen Fitzgerald (kfitzgerald@babson.edu)
Q - Z	Shannon James (sjames@babson.edu)
General Inquiries	SFS@babson.edu

Short-Term Programs AY 2024-2025

Winter 2025: January Travel | Spring Enrollment



South Africa

Rolling Applications
Close on 10/7/24
at 11:59PM



Portugal

No longer
accepting
applications



San Francisco

No longer
accepting
applications

Spring 2025: March Travel | Spring Enrollment



New York



Spain



Germany



**Malaysia/
Thailand**



**United Arab
Emirates**

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Greece



South Korea



United Kingdom



France



Japan

QUESTIONS?

Course Information

- Professor Krista Hill Cummings
khill@babson.edu
- Professor Beth Wynstra
bwynstra@babson.edu



Application & Registration Information

Elena Taborda
etaborda@babson.edu

Financial Information

Student Financial Services
sfs@babson.edu

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