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

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SHORT-TERM PROGRAMS

TEAM



ELISE BEAUDINDirector



AMANDA JEWProgram Manager



ELENA TABORDA
Program Manager



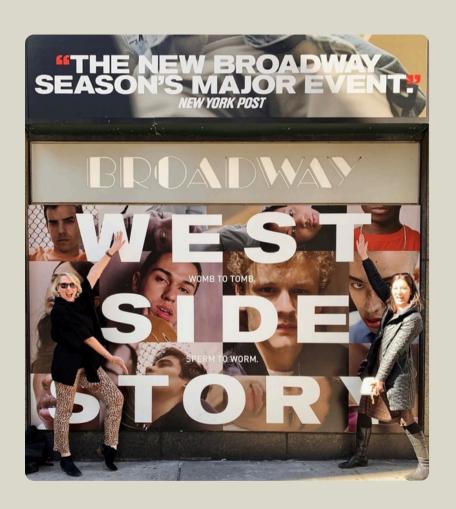
KRISTA HILL CUMMINGSAssociate Professor, Marketing



BETH WYNSTRAAssociate 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.



COURSE OVERVIEW CONTINUED





- ✓ 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	Student must remain in good academic standing with the college for duration of the course. Student must be in good standing with the Office of Community Standards.
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	Friday, January 31, 2025 1PM-3PM ET Luksic Hall 108 Class #2 Saturday, February 8, 2025 9AM-5PM ET Off-Site (Bus leaves from campus at 9AM and returns at 5PM) Class #3 Friday, March 7, 2025 1PM-2:15PM ET Luksic Hall 108 Logistics Session: Trip Planning Meeting/ Pre-Departure Orientation Friday, March 7, 2025 2:30PM-4PM ET Luksic Hall 108	
Travel Dates	Sunday, March 16, 2025 - Saturday, March 22, 2025	
Post-Travel	Class #4 Friday, April 4, 2025 1PM-3PM ET Luksic Hall 108	





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'



BROCHURE PAGE



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 II

ABOUT THE COURSE

This course bridges the theoretical foundations of service marketing with tangible realworld 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

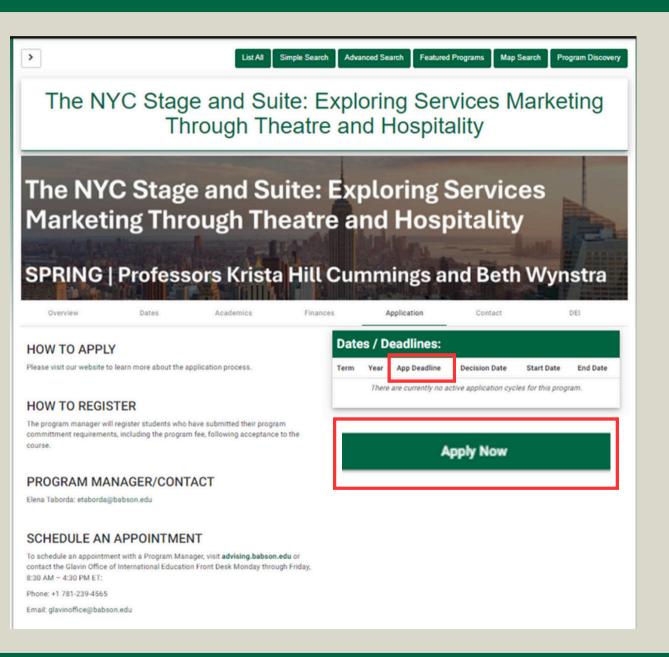
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WELLNESS: SPECIAL NEEDS & ACCOMMODATIONS

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 <u>Application Form</u> located on the <u>Accessibility</u> <u>Services Hub site</u> 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 <u>Diversity & Inclusion page</u> to learn more about: students with disabilities abroad, multicultural students abroad, religion & spirituality abroad, women abroad, athletes abroad, and LGBTQ+ students abroad.

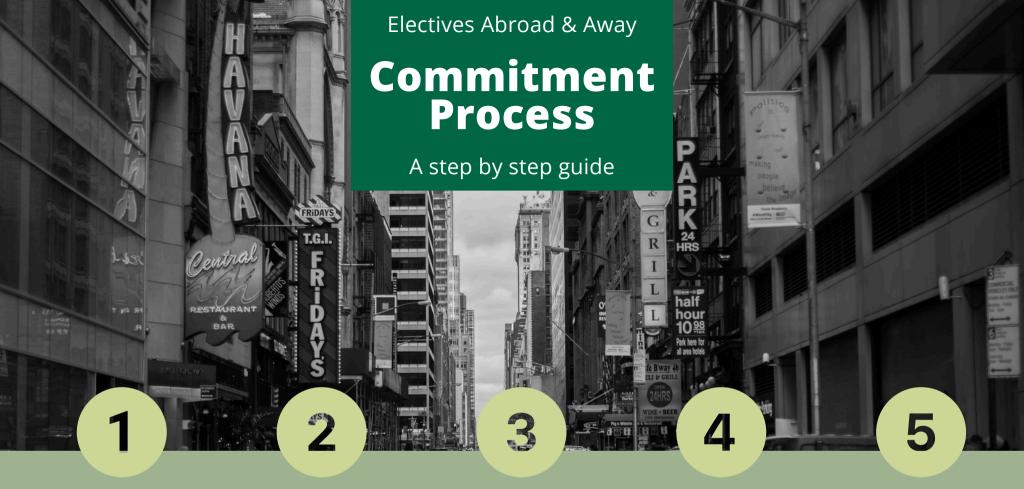
APPLICATION REQUIREMENTS



- Application
- Contact Info
- Pre-Departure
 Acknowledgment
- CommunityStandardsRelease

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Log In

to the Education Abroad Portal Commit

or Decline Placement Review

Dates & Policies Clear Calendar of Conflicts **Complete**

All Online Commitment Materials 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?

PROGRAM BABSON TRAVEL & GRANTS & SCHOLARSHIP

Estimated Total Cost: \$2,800

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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

Estimated 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



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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



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Spain



Malaysia/ Thailand



Germany



United Arab Emirates

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Summer 2025 May Travel | Summer Enrollment



Greece



South Korea



United Kingdom



France



Japan

QUESTIONS?

Course Information

- Professor Krista Hill Cummings khill@babson.edu
- Professor Beth Wynstra <u>bwynstra@babson.edu</u>



Application & Registration Information
Elena Taborda
etaborda@babson.edu

Financial Information
Student Financial Services
sfs@babson.edu

