



INTERNATIONAL STUDY TOUR 2017

Boston, New York & Atlanta

**Boston's
high-tech scene**



**Big business
in the Big Apple**



**Atlanta:
the gateway to America**



Deakin University, Boston & New York & Atlanta, June 18 - June 28, 2017

Sun, Jun 18, 2017	Welcome to Boston!
	welcome group lunch
afternoon	Introduction lecture
evening	Boston sightseeing tour
Mon, Jun 19, 2017	Doing business
morning	visit: overview - business in the US and economic ties with Australia / e.g. Austrade management presentation, discussion
afternoon	visit: the importance of innovation in the competitive IT industry / e.g. Boston Technologies management presentation, case study, discussion group work for students
Tue, Jun 20, 2017	Business strategies
morning	visit: knowing your customer & building a global delivery service / e.g. Amazon management presentation, discussion
afternoon	visit: establishing effective marketing strategies / e.g. Big Y management presentation, discussion group work for students
Wed, Jun 21, 2017	Transfer to New York
morning	bus transfer to New York City (duration approx. 5 hrs)
evening	visit: innovation as a core brand value / e.g. Samsung Accelerator management presentation, discussion group work for students
Thu, Jun 22, 2017	The new marketing reality
morning	lecture: Columbia Business School own arrangements
afternoon	visit: what makes effective retail marketing? / e.g. Robinson management presentation, discussion group work for students
Fri, Jun 23, 2017	Big business in the Big Apple
morning	case study: marketing & advertising from an international perspective / e.g. Ansell management presentation, discussion
early afternoon	visit: Madison Square Garden / e.g. Madison Square Garden Company (MSG) management presentation, discussion, tour of facilities
early evening	flight to Atlanta (duration approx. 2 hrs 40 min) group work for students
Sat, Jun 24, 2017	Deakin lectures
morning	Deakin lectures
afternoon	Deakin lectures group work for students
Sat, Jun 25, 2017	Georgia Tech
morning	lecture: business opportunities in Atlanta / e.g. Georgia Tech lecture from Prof. Hall and Georgia Tech professor management presentation, discussion
afternoon	free afternoon group work for students
Sun, Jun 26, 2017	Strategic view
morning	case study: why should foreign firms head to Atlanta? / e.g. ThyssenKrupp Elevator Americas management presentation, case study, discussion
afternoon	visit: Georgia as a southeastern logistics hub - the gateway to America / e.g. Delta Air Lines management presentation, discussion, tour of headquarters
late afternoon	tour of CNN Studios take a journey into the heart of CNN Worldwide and get an up-close look at global news in the making!
Tue, Jun 27, 2017	Brand communication
morning	visit: how millennials are changing the face of marketing / e.g. BBDO management presentation, discussion
afternoon	visit: future brands - what is the role of a marketer? / e.g. The Coca-Cola Company management presentation, discussion, tour the World of Coca-Cola group work for students
Wed, Jun 28, 2017	Depart for Australia
morning	wrap-up session by Deakin faculty lunch: own arrangements
afternoon	transfer to the airport