



# EUROPE

TEXAS A&M MARKETING STUDY ABROAD 2018

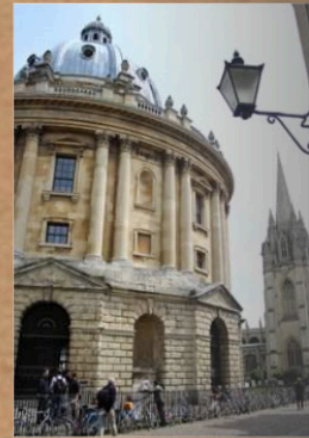
*Lindsey Morrison*



## EUROPE MARKETING STUDY ABROAD

UNITED KINGDOM - FRANCE - ITALY - MONACO - GERMANY - SWITZERLAND - AUSTRIA

*May 17, 2018 - June 13, 2018*



the university of  
**OXFORD**



Before checking in to our hotel in London, we went on a walking tour of The University of Oxford, the oldest university in the English-speaking world.

Oxford, England



London, England



We went on a guided tour of Parliament, and we heard from Sir Peter Viggers, a Retired Member of Parliament. I also ordered my Aggie Ring during lunch at Pret A Manger!

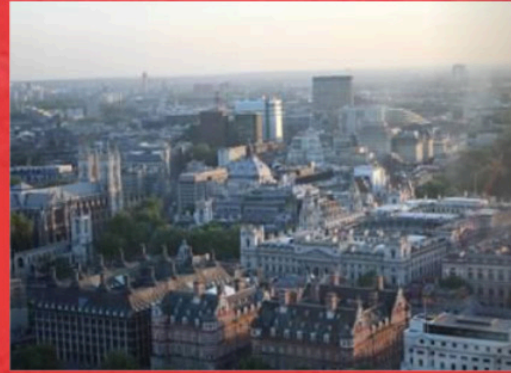
# British PARLIAMENT



★ HOT WRAPS ★ TO



Explore



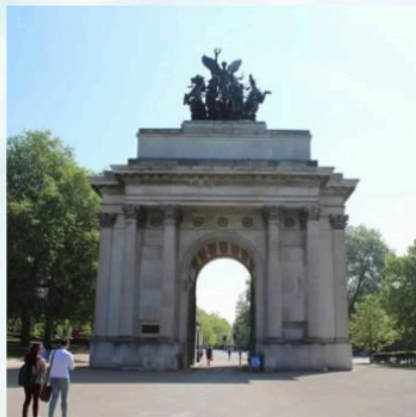
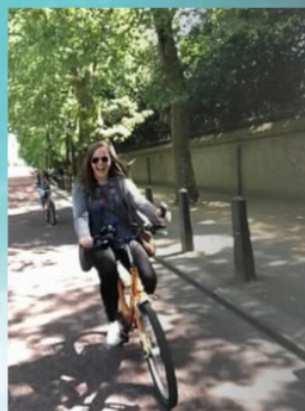
LONDON

Jessica, Sally, Aaron and I explored London and the Tube, and we rode the London Eye on our free night.



# LONDON bike tour

*During our bike tour of London, we rode by many historical sites including Buckingham Palace and Kensington Palace, and we rode through the city and Royal Parks. Jessica and I had a picnic in the park afterwards!*



# HILLSONG

*I attended an afternoon service at Hillsong Church London with a few other students.*



# indian DINNER

*I had my first traditional Indian meal at Memories of India with a group of about 50 Aggies-very tasty!*



# HARRODS

Before the store opened, our group got a tour of Harrods. It was by far the nicest store I have ever seen! Tyler Teykl, Jessica Singer, Sara Stein and I presented on Harrods earlier in the week.



# Hard Rock Cafe

We listened to a presentation about Hard Rock's Sales and Marketing before having lunch there as a group.



# London NIGHT BIKE TOUR

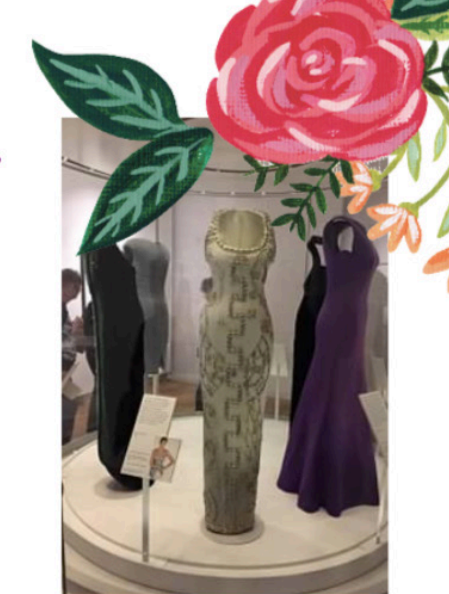
We rode all throughout the city and saw sites such as the London Bridge, Tower Bridge, Shakespeare's Globe and some Harry Potter filming sites. I even learned a new trick where you crash, flip over the handlebars and rip your shirt!



# Kensington Palace

AFTERNOON TEA

# Westminster Abbey



DIANA: HER FASHION STORY

*It was a great Arts and Culture Day in London!*





# WICKED

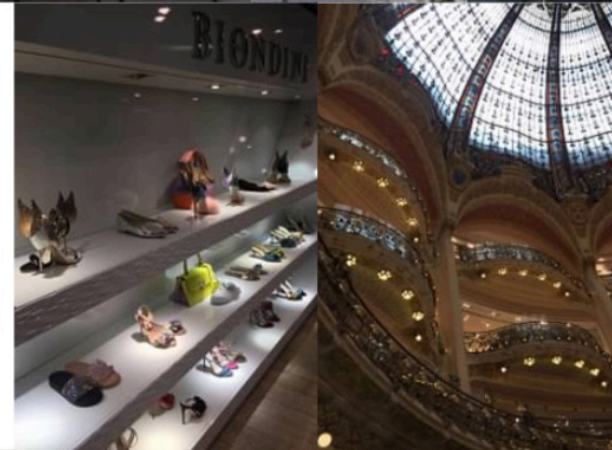


## BETC Advertising Agency

*We toured BETC and listened to a presentation about the French Advertising Agency.*

## Galleries Lafayette

*We had lunch and shopped at Galleries Lafayette, a very nice department store.*



*On one of the optional Theater Nights I saw Wicked with a group of about 50 students. Afterwards, we visited a traditional English pub covered in Royal Wedding decorations and tried Pims.*

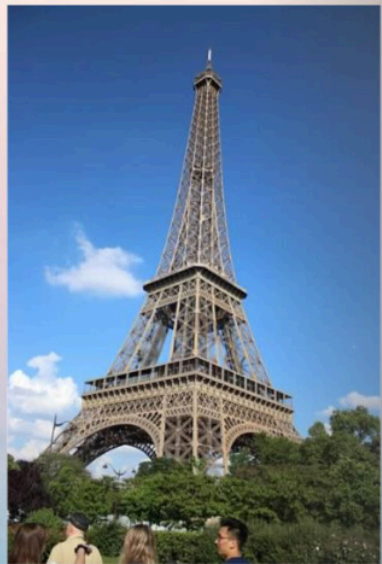


## Paris Opera House

*Built between 1862-1875 by Louis XIV, it is one of the best opera houses in France.*

PARIS, FRANCE



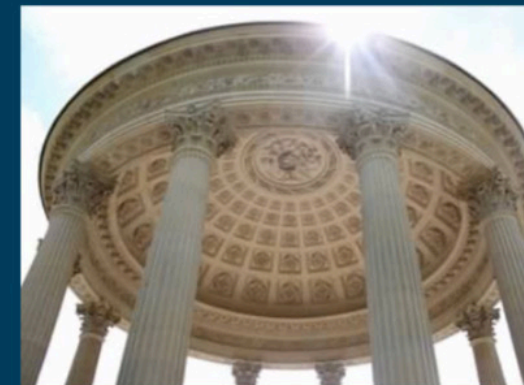
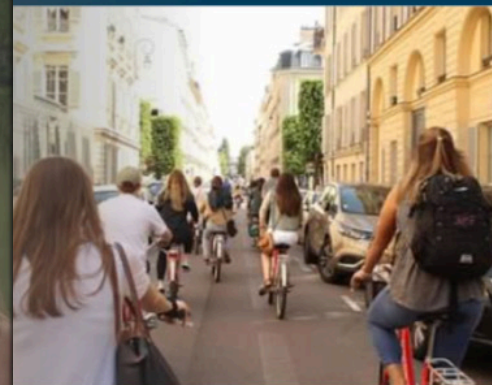


SEINE RIVER  
*cruise*



*paris,*  
FRANCE

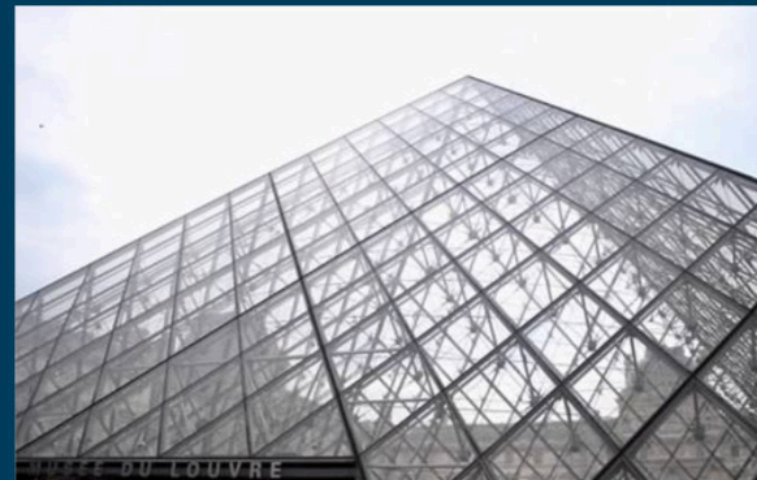
We went on a cruise on the Seine River and watched the Eiffel Tower light up. Afterwards, we enjoyed crepes as the Tower flashed.



LOUVRE

# VERSAILLES PALACE BIKE TOUR

*We went on an all day bike tour in Versailles, France. We stopped at the market to pick up food for a picnic and had lunch by the Canal. After we finished biking, we visited the Chateau and the Louvre.*





# BON JOUR

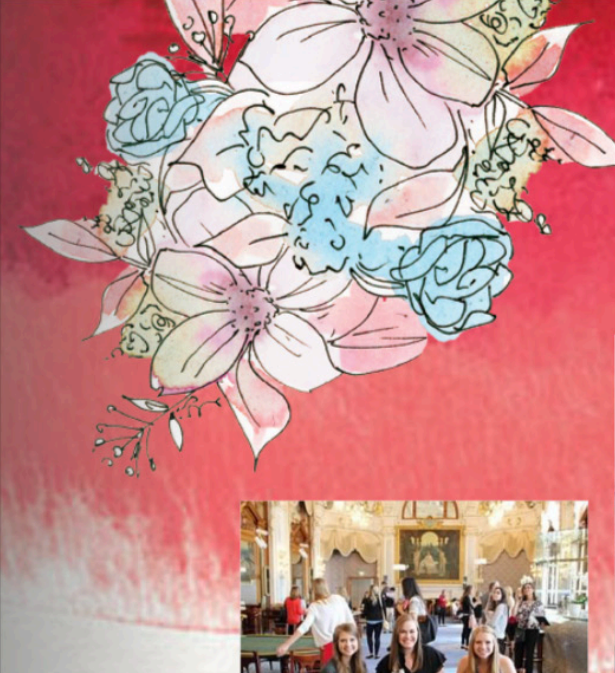
AVIGNON, FRANCE



## PALACE OF THE POPES



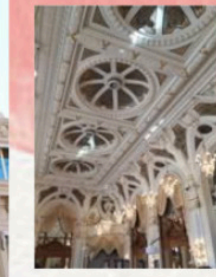
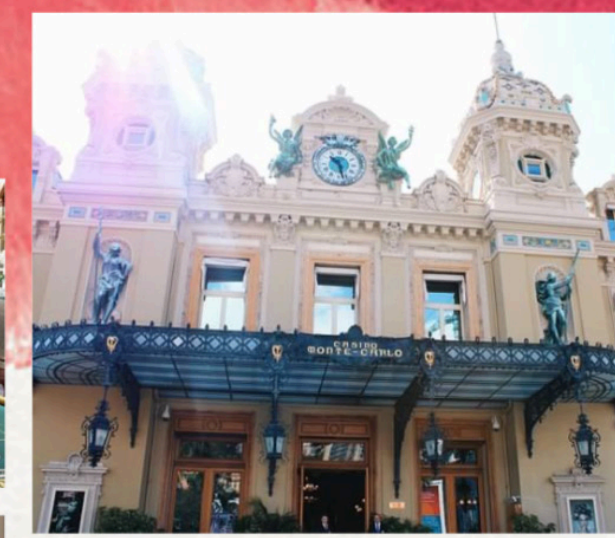
*Constructed in 1335, the Popes' Palace is the biggest gothic palace in all of Europe. It is a mighty symbol of the church's influence throughout the western Christian world in the 14th century.*



# Monte Carlo casino

The Pont du Gard is an ancient Roman aqueduct bridge that crosses the Gardon River. It can also be found on the 5 Euros note.

## Pont du Gard



MONACO



# monaco



After touring the Casino we had some free time to explore Monaco!



We learned about the perfume industry in France and saw the production facilities.



Grasse, France



Parfumerie  
FRAGONARD



Since I was not in College Station to take a picture with the big ring, I had to improvise in Nice!



# Nice, FRANCE



We had a free day to enjoy Nice and the French Riviera. We walked around Old Town and the market, went to the top of Castle Hill and relaxed on the beach.

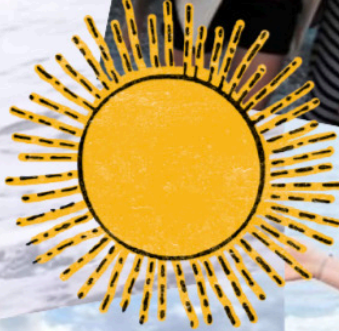


# YAY!



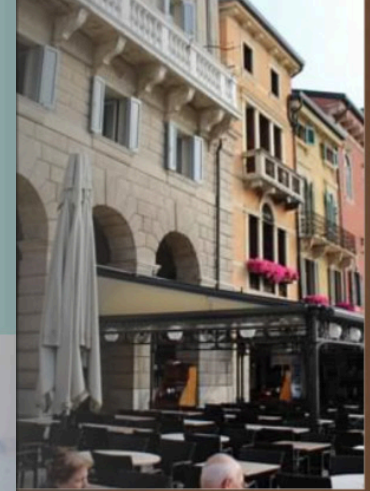


With the beach just steps from our hotel, we spent a lot of time hanging out on the rocks enjoying the view!



# French Riviera

NICE, FRANCE



# VERONA,

italy

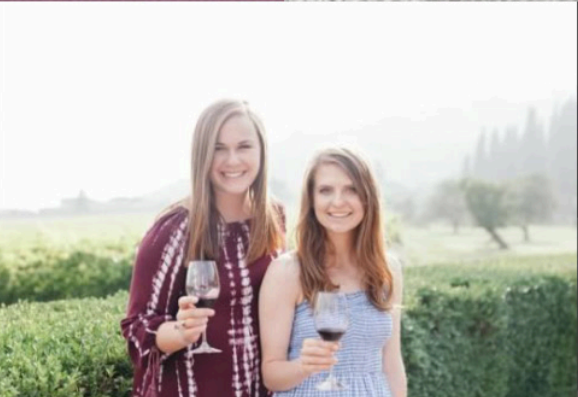
We went on a two-hour walking tour of Verona and saw historic sites such as Juliet's House and the Verona Arena.



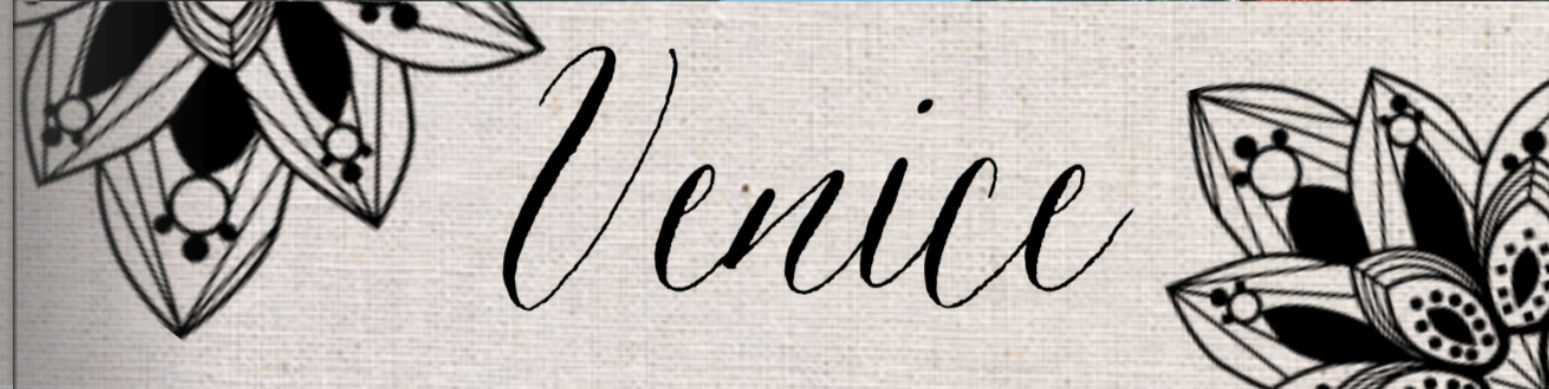
# SEREGO ALIGHIERI Winery Tour



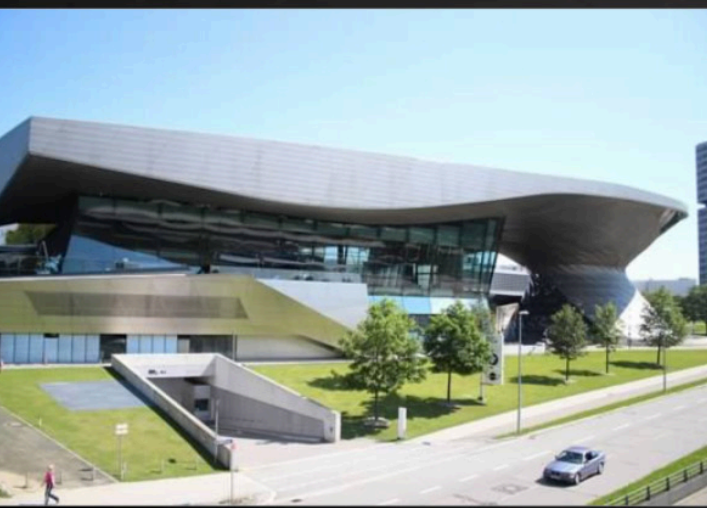
*Before checking in to our hotel in Verona, we stopped at the Serego Alighieri Winery where we heard from the President of Masi Wines, Dr. Sandro Boscaini, and sampled some of the red wine.*





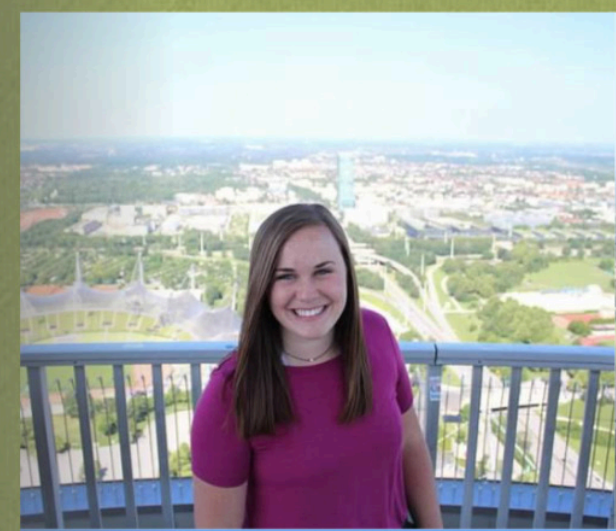


A group of us made a day trip to Venice and explored the city. We walked around, shopped, rode a gondola and ate gelato!



# BMW

We went to the BMW Museum and BMW Dingolfing Assembly Plant where we saw cars being made.



# OLYMPIC tower

We spent time on the 1972 Olympics grounds and went to the top of the tower.



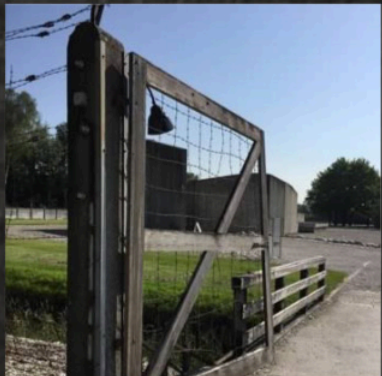


# Germany BIKE TOUR



We rode around Munich and saw many historical sights and, we made a stop at the Biergarten for some German food and drinks.

We visited the memorial site which was once the Dachau Concentration Camp.



# DACHAU memorial



# Sound of Music

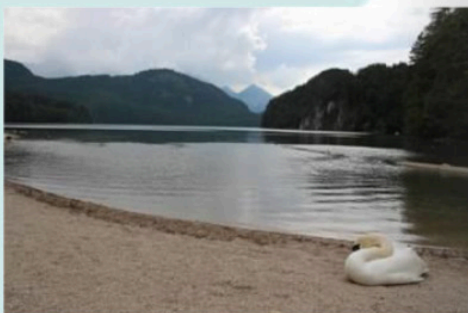
BIKE TOUR

*On our free day in Germany, I went with a group of girls to Salzburg, Austria where we did the Sound of Music Bike Tour. It was a blast getting to see the sites where the movie was filmed!*





On our way to Switzerland, we visited King Ludwig's Neuschwanstein Castle in Germany.



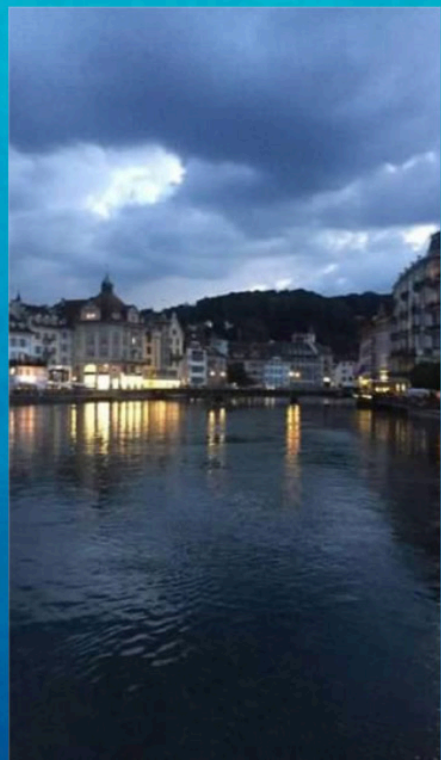
# Neuschwanstein CASTLE



BUCHERER

# COMPANY VISITS

Lucerne, Switzerland



We had presentations from Ms. Monica Heijmans and Mr. Francois Fowler from Johnson and Johnson, and Mr. Joerg Baumann from Bucherer Retail Group.

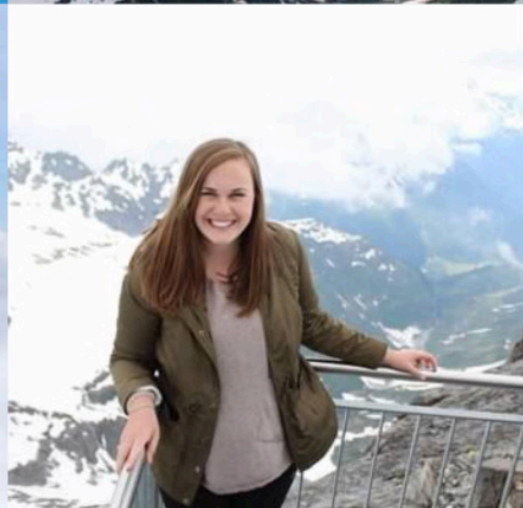
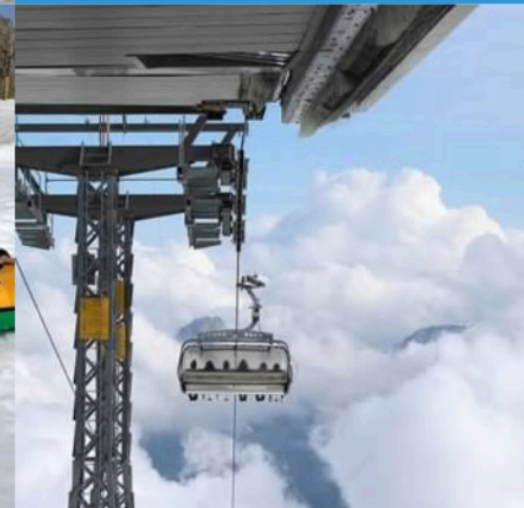


JOHNSON & JOHNSON



**MOUNT  
TITLIS**

*We spent the day on the 10,000-foot mountain in the Swiss Alps riding lifts, tubing, sledding and hanging out in the lodge.*





*Lucerne was a blast!  
We paddle-boated  
on Lake Lucerne,  
went on a dessert  
cruise, visited the  
Lion Monument,  
had a Fondue Night  
and even got hailed  
on during our motor  
boat rental.*



# Lucerne, SWITZERLAND



# INNSBRUCK, AUSTRIA



PARAGLIDING



RAFTING

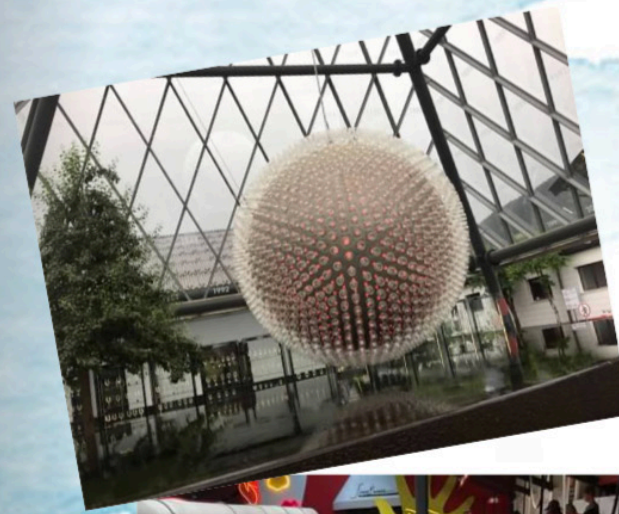
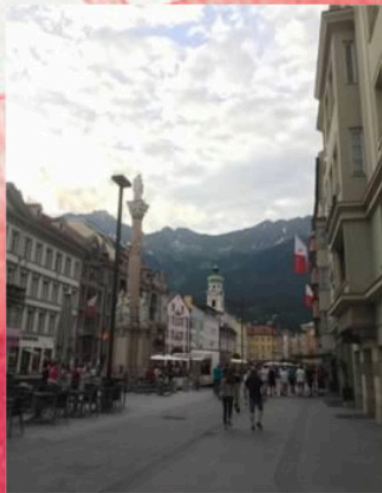






# INNSBRUCK

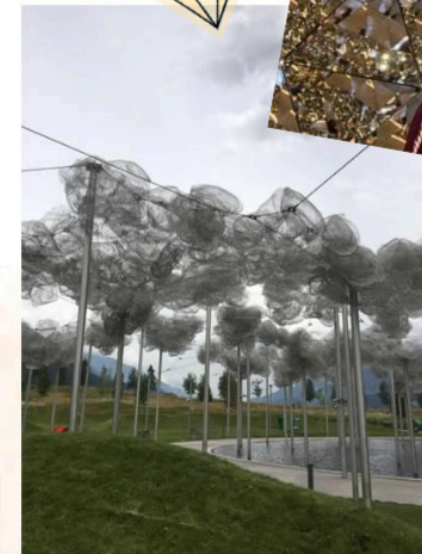
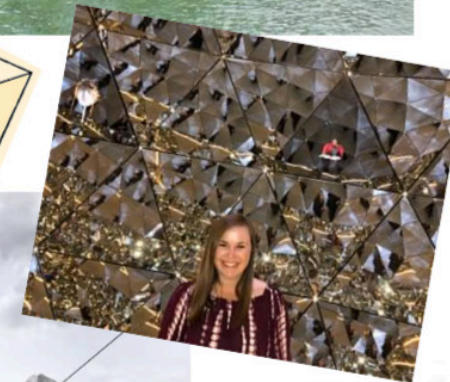
*We visited Mairs Beerengarten and used the Nordkette Cable Car to go to the top of the mountain!*



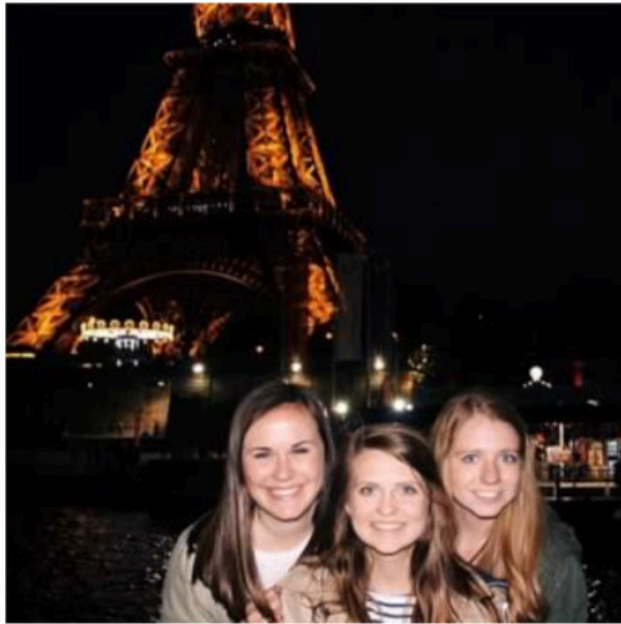
# RIEDEL

*We visited the Riedel Glassware Factory in Kufstein, Austria.*

# SWAROVSKI



*We heard presentations from Swarovski Crystal and had time to explore Crystal World.*



BEST 28 DAYS.