



CEA™

Buenos Aires • Summer '18

PROGRAM DATES
June 28–July 28

PRICE
Starting at \$4,095

Sport Management in Buenos Aires

Home to the Boca Juniors sports club, La Bombonera stadium, and the most important polo event in the world, Campeonato Argentino Abierto de Polo, Buenos Aires is the perfect location for exploring subjects like event management and sport marketing.

While this program is ideal for Sport Management majors, it is also relevant for majors in Exercise & Sport Science, Hospitality & Tourism, Marketing and Business Administration. It may also appeal to student athletes and sport enthusiasts in general.

Through this program, students will:

- ▶ Enhance knowledge of sport management within a local context;
- ▶ Trace the role of sports in the history of Argentina and in the development of Argentine identity;
- ▶ Gain practical business skills in event management and sport marketing through observations and hands-on experience at local, regional, and national sporting events;
- ▶ Meet professionals in the field and gain insight into critical issues today.

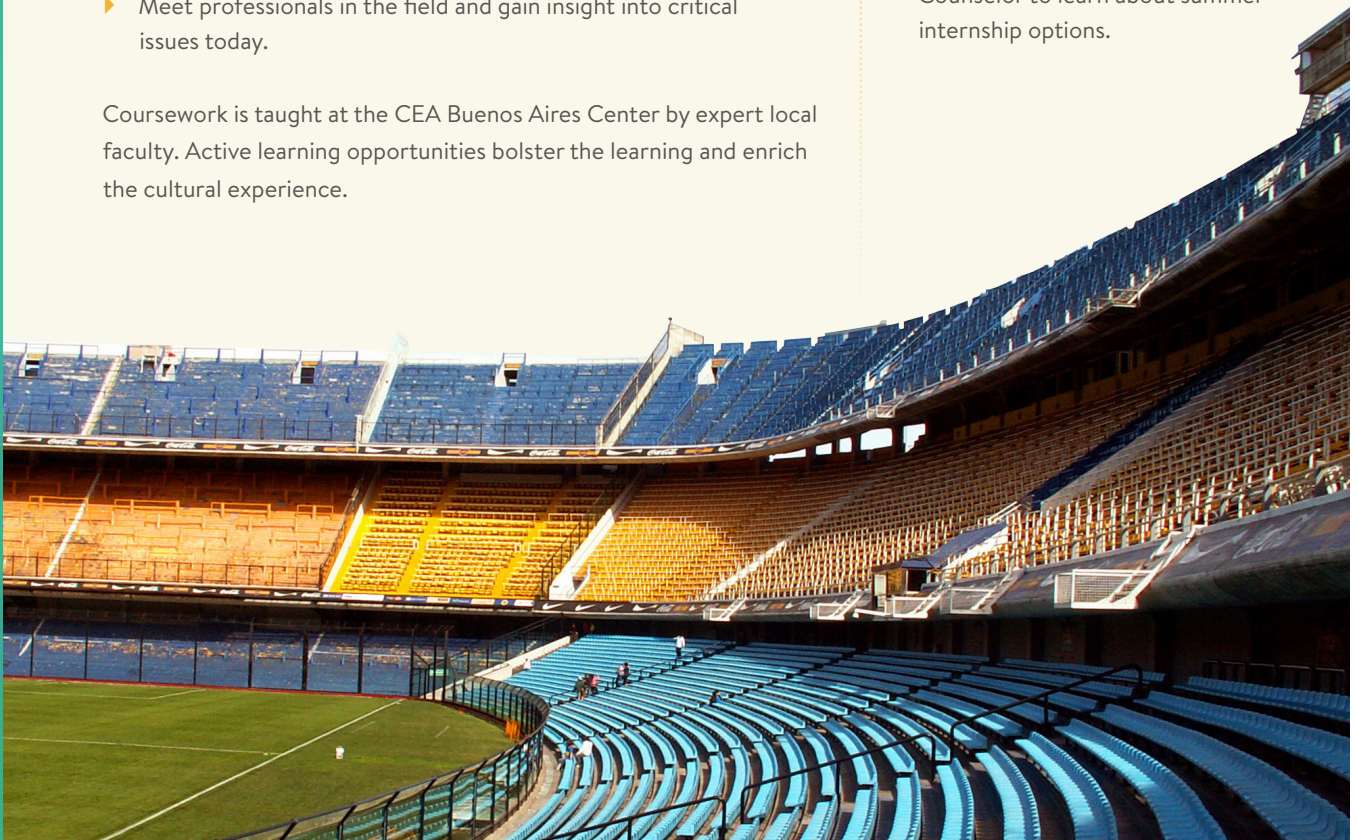
Coursework is taught at the CEA Buenos Aires Center by expert local faculty. Active learning opportunities bolster the learning and enrich the cultural experience.

COURSES

Enroll in 1 or 2 of the following English-taught courses at the CEA Buenos Aires Center:

- ▶ Event Management
- ▶ Sport Marketing
- ▶ Sport & Culture in Contemporary Argentina

Students may combine these courses with an internship as well. Please speak to a CEA Admissions Counselor to learn about summer internship options.





Visit to Boca Juniors Stadium & Museum



Students learn about polo first hand

Learning Beyond the Classroom

CEA offers many active learning opportunities that augment coursework. These include conferences and lectures, workshops, language exchanges, and excursions.

EXAMPLES OF COURSE ACTIVITIES

- ▶ **Polo Field:** Students will visit the largest polo field in the city. Here, students can observe the importance of equestrian related sports to the local community and study different marketing strategies used at the venue such as billboards and retail points.
- ▶ **Boca Juniors Soccer Club:** Students will visit La Bombonera, the stadium of one of Argentina's most popular soccer teams. This urban stadium boasts a capacity of 49,000, and serves as a great backdrop from which to study commercial marketing strategies. The stadium also houses its own museum where students can see valuable elements of memorabilia and merchandising, which tell a story of how marketing strategies have changed throughout the club's history.
- ▶ **Urban Marathon:** Students will go to the marathon venue, Constera Sur, a day before the local race. Students will see how the circuits are set up and clearly defined for runners, how vendors set up their different stands (e.g. water/snacks), how health service stations are strategically placed, how media place their cameras and vans. These first-hand observations in a real sporting event make the lessons of the Event Management course come to life.

PLEASE NOTE: These are sample activities offered in previous terms. Most will be offered in 2018 again. Specific activities for Summer 2018 will be finalized prior to the start of the program.

HOUSING OPTIONS

- ▶ Apartment
- ▶ Homestay
- ▶ Independent Living

WHAT'S INCLUDED

- ▶ Airport Pick-up
- ▶ On-site Orientation
- ▶ City Tour
- ▶ On-site Staff Support
- ▶ 24/7 Emergency Assistance
- ▶ Wellness Activities
- ▶ Cultural Activities
- ▶ Excursions
- ▶ Pre-Departure Advising
- ▶ Financial Advising
- ▶ Travel Medical Insurance
- ▶ Official Transcript(s)

To see a full list of what's included visit the CEA website:
ceaStudyAbroad.com/explore/whats-included/buenos-aires

READY TO START?

Discuss program approval and credit transfer with your study abroad advisor. Then, when you're ready, complete a CEA application.

CEA DEADLINES*

Application: May 1, 2018

Withdraw: June 1, 2018

*Check with your Study Abroad Office for your University's deadline.



For more information on CEA's Sport Management program in Buenos Aires, visit ceaStudyAbroad.com/SportManagement or call us at 800.266.4441.