

Joel A. Katz
Music & Entertainment
Business Program

STUDY ABROAD LONDON, ENGLAND

MAY 15 - MAY 27, 2017

COURSES: MEBU 4490 (required) - MEBU 3398 (optional)

\$3,999 { \$1,000 Global Learning Scholarship Available }

Sign up for a Magical Mystery Tour of learning and fun in **London, England!** Explore the cities rich musical heritage from the perspective of the entertainment business. Develop a digital marketing strategy inside the **Sony Entertainment** boardroom to launch an emerging UK artist in the US. Learn from top **Sony Executives**, including **Simon Cowell's** marketing team.

Visit **BMI London** and learn how artist's get paid for their intellectual property. Travel on the Virgin Bullet train to the historic city of **Liverpool** and walk in the footsteps of **the Beatles**. Revel in Britain's favorite sport with a visit to **The Arsenal's** football stadium. Study London's political culture with an insider's tour of the **Houses of Parliament** including a face-to-face meeting with a Member of Parliament.

Experience London's music culture first-hand with visits to:
the **Royal Albert Hall**,
Abbey Road Studios,
a **British Music Heritage**
Tour, **Tileyard Studios**
and much more!

"I'll forever be in debt to the MEBUS program for giving me the opportunity to visit all the amazing places and meet the incredibly talented people that I encountered there. I'll be sharing these stories until the day I die."

KENNESAW
STATE UNIVERSITY
Coles College of Business

London 2016
Study Abroad Student



For more info visit ksumberus.com/London or email ksumberus@kennesaw.edu