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Designed for Robin Ashley

Business and Marketing in Germany

East Carolina University

PROGRAM DATES ▾

May 19, 2025–May 29, 2025





Program Inclusions

Student accommodations
Faculty [single] room accommodations
Private & local transportation passes

Field visits & entrance fees
Group meals (where specified)
Expert local guides

COVID policies & coverage
EF safety & support network
24/7 In-country support
\$50 million General Liability Policy

TRANSPORTATION

Public transportation passes
Transportation to activities
Private coach airport transfers (in-country)
Round trip airfare from Raleigh (RDU)

OVERNIGHTS

Hotel accommodations with private bathrooms

Munich (3)
Nuremberg (1)
Dresden (2)
Berlin (3)

GRATUITIES INCLUDED

Gratuities for Field Director, bus driver, local guides, and meal waitstaff

GROUP MEALS

Breakfast daily
Dinners (2)
Lunches (1)

SAFETY, SECURITY, RISK COVERAGE

Full 24/7 support of EF Global Safety and Security Infrastructure.
Full access to EF Covid Policies and Complete Coverage, detailed here: [EF Health & Safety Hub](#)

EF IN-COUNTRY SUPPORT

EF Field Director: Trained to provide care, leadership, and logistics management throughout your program. Your Field Director will accompany your group 24/7 on all EF-organized excursions to manage all logistics, enabling the group to focus on site connection and experience. They are also trained in handling emergencies and offering suggestions and coordination of independent exploration.

EXCURSIONS & EXPERIENCES

Guided city sightseeing, Dachau, BMW World, Weihenstephan, Volkswagen Factory, Berlin Street Art Walking tour, and more...

(6) ACADEMIC EXPERIENCES

To be developed in collaboration with Program Leaders. Examples include lectures, panels, and visits with local businesses, associations, and universities.



Your Itinerary

Business and Marketing in Germany

May 19, 2025–May 29, 2025

Day 1: 5/19/2025

- Travel to Munich from RDU

Day 2: 5/20/2025 – Munich

- Arrive in Munich
- Welcome Dinner

Day 3: 5/21/2025- Munich

- Guided Sightseeing of Munich
- IEE: Visit the Bayern Munich Youth Campus to meet with Adidas executive Gonzalo Calvo, Global Director. He leads brand communications, communities, and culture for football. He presented about how Adidas utilizes football (soccer) culture to keep the brand strong. He also gave examples of recent advertising campaigns and how he developed and launched them.
- Independent exploration or Afternoon Bike Tour of Munich (FD Optional)

Day 4: 5/22/2025- Munich

- Dachau: Take time to reflect at Dachau, a WWII Nazi concentration camp built in 1935. Today, it serves as a powerful memorial museum, where you can learn about the lives and suffering of the political prisoners, Jews, and other Europeans who were imprisoned there.
- Marketing IEE at BMW World, a showcase for the BMW brand including displays of BMW, Rolls Royce and concept vehicles.
- Independent exploration in the evening

Day 5: 5/23/2025- Munich -Nuremberg

- IEE Brewery Experience and tour – Weihenstephan, the oldest brewery in the world. Learned about the brewing and production process for the brewery

- Travel to Nuremberg, the site of the Nazi war crime tribunals, spend the afternoon exploring the city and spend the night in Nuremberg

Day 6: 5/24/2025- Nuremberg- Dresden

- Business/Marketing IEE: Visit the Volkswagen Transparent Factory, originally used to assemble cars and now serves as a “showcase for electromobility.” While vehicles are still assembled here, they use this location as a test facility for production and process improvements.
- Independent exploration: Spend time exploring Dresden on your own

Day 7: 5/25/2025- Dresden- Leipzig -Dresden

- Take a tour of Dresden with your Field Director and trace the history of the Saxon capital and gain insight into the effects of the devastating fire bombing of World War II
- Travel to and explore Leipzig– a smaller city that has become home to artists and creators, spend the afternoon relaxing by the lake
- Return to Dresden for the evening

Day 8: 5/26/2025- Dresden- Berlin

- Guided learning: Gain insight into life on both sides of the Iron Curtain when you participate in an illuminating panel-led discussion. Heard from three panelists – one from West Berlin, one from East Berlin, and one from East Germany – to learn about what life was like during the time of the Berlin Wall.
- Spend the afternoon exploring Berlin on your own
- Enjoy Dinner in Berlin

Day 9: 5/27/2025-Berlin

- Take a guided tour of Berlin
- With your expert local guide you will see:
 - Brandenburg Gate, Germany's iconic landmark representing peace and unity
 - Kurfürstendamm, a famous avenue that's lined with shops, hotels, and restaurants

- Remains of the Berlin Wall, a physical and ideological divider now covered in political graffiti
- Stop to take a photo at Checkpoint Charlie, a station that guarded the border between East and West Germany
- Spend the afternoon exploring Berlin on your own

Day 10: 5/28/2025- Berlin

- Industry Engagement with Non-profit Restlos Glücklich – They are working to reduce food waste and bring sustainable eating habits to Berlin.
- Walking tour of Berlin's street art
- Farewell Lunch
- Independent Exploration

Day 11: 5/29/2025

Depart for US