

The Business of Magic

at

WALT DISNEY World.



OPEN TO ALL MAJORS

January 2 – 9, 2009

MANG 190 – Introduction to the American Business System (Ms. Davis)

MARK 280 – Fundamentals of Marketing (Dr. Wright)

MANG 495 – Applications of Management Science (Dr. Creasey)

Each class limited to 15 students.

Spend 7 days with Longwood professors and Disney educators, learning how Disney applies Management and Marketing principles.

Includes:

5-day Park Hopper Pass to theme parks • 7 nights lodging at a Disney All-Star Resort

Two Disney-led education programs • Round trip airfare between Richmond and Orlando

\$200 Disney Dining Card • Dinner at Chef Mickey's™ and House of Blues®

\$1300

(\$975 without airfare)

(tuition is not included in the above costs)

Deposit of \$250 due by September 26, 2008

For further information, contact Dr. Roy Creasey at 434-395-2371 or creaseyrr@longwood.edu

For disability support services, call 434-395-2391(v) or 711 (TT Relay)