

Exchange Questionnaire

Toulouse Business School- Barcelona Campus

A) Your program of study (courses, assignments, course format). Add the exact number of class hours per course.

While studying at the University of Toulouse Business School- Barcelona Campus, I was enrolled in the Masters of Management (M1) Marketing with specialization in strategic marketing. The schooling started off on January 7 with 2 “Core Courses” (selected out of a total of 5 core courses available. The first core course was International Business. This course consisted of 5 classes with a length of 3 hours per class, giving a total of 15 hours. The course was weighted with one final exam at the end of February worth 100%, which consisted of around 20 multiple choice questions and one case study picked out of 3 total cases. The second core course was Systems Dynamics. This course also consisted of 5 classes of 3 hours each for a total of 15 hours of class time. This course was also weighted with one final exam in the middle of February worth 100%. The final exam consisted of 22 multiple choice questions and some required the use of a calculator. The two finals were on the same day but there is a possibility depending on which core courses taken that they would be a day apart. After finishing the core courses, the major in marketing courses start the following week. The major in marketing has two different branches to choose from: Strategic Marketing or Fashion and Luxury Goods. Most the courses in the major were with both sections, with about 30% of your classes being only with your section chosen. A maximum of three or four different courses would be taken at once, with the number of classes per topic ranging from 3-5 classes. Every class was 3 hours long. The classes and hours are listed below:

March to May: Major

Lectures: 130h

Presentations: 6h

Readings: 80h

Core:

- Marketing Intelligence and decision support tools
- Data analysis
- Brand strategy
- Integrated Marketing communication
- Digital marketing and Direct marketing
- Think and create in advertising
- Sponsorships, events and PR
- Services Marketing
- Pricing Budgeting and KPI

Strategic Marketing Specific:

- Consumer behaviour and marketing strategies
- B2B (Business to business markets) and CRM (Customer Relationship Management)
- Big data

- Innovation Management
- Project in SM/briefing/tutorials

The grading was as follows:

Case studies and in-class participation: A,B,C scale

Group Project: 35%

MCQ exam: 15%

Final Case Study Exam: 50%

B) The timetable (academic calendar, registration dates, orientation, beginning and end of classes, exams, holidays, number of semesters, etc.) Please submit the precise dates so students will know when to book their flights next year.

The M1 master of Management for international students started on January 8th. The exact course overview with the start and finish dates, as well as holidays will be sent out approximately at the end of September/ beginning of October. The major course selection registration was to be done online by October 6th at the latest. They will send out exact dates to you as a reminder. The first day of class is a 2-hour orientation with all the Masters sections in the auditorium outlining the program and procedures to follow. This orientation lacked any special welcome for orientation, but if you keep aware of the languages being spoken around you, you can usually pick out any international exchange students. They leave it up to you to meet any international students. The core courses are the first classes taken and went from January 8th to February 12th. During these courses, there is a lighter course load since there are only 2 classes to start. Then exams took place on February 15th and 16th to end the core courses. Both exams were allocated 3 hours to complete. The major courses of your choice start the following week after the core course exams. The first day of class on February 19th was an orientation for the M1- Master of Management Marketing stream at the Bailen Campus. The orientation is a total of 8 hours split up into 2 parts: administrative information and welcome activity. The administrative information part was an introduction to what classes will be taken during the major and how classes are conducted, as well as some minor housekeeping information. The second part of the orientation is the welcome activity. This is 2 out of class activity that they change every year to break the ice between classmates. The first activity was a swing-dancing lesson at a local dance studio which lasted about 2 hours. The remaining three hours was allocated to a scavenger hunt around the city with your assigned team members that you complete your final project with. Classes start the next day after orientation and go until the end of May. There will be 2 classes per day, both 3 hours in length with a 15-minute break in each. The class schedule will be posted on the google calendar of your school account and will automatically update when classes are moved around. The entire major course schedule is posted at once, but the schedule is subject to change based on professor availability. There is a full week Easter-break mid semester, which was March 24th to April 2nd this year. Each class will have group work, either with your assigned work or with a group of your choice. The work done with these groups will count towards your ABC mark for participation and attendance which can lead to a +/- 1% to 3% of your final grade. The first

major grade is given with a MCQ exam which was given on April 6th lasting an hour. The exam is a total of 20 multiple choice questions consisting of content from all the courses taken up to that point. The next major grading is the group project. The group project will have 3 check-in times with a teaching assistant which contributes to the ABC mark. The project will consist of a 25 page report worth 20% and an oral presentation worth 15%. The written report is due before the presentation which is March 7th. The last and largest mark will come from the final exam given on March 25th worth 50%. The final exam is 3 case studies given during a 5-hour exam which requires students to apply knowledge from all the major courses.

ALL M1 CLASSES ARE HELD AT THE BAILEN CAMPUS

C) Procedures to follow upon arrival. List and description of services offered by the International Exchange Office of the host institution. Registration and course selection. Social activities.

All procedures for the semester need to be done before arrival. As stated above, the online registration for courses is to be done before October 6th. The host school requires you to send them a passport quality photo for your student card before December 28th. The student card will be given at your first day of school at the front desk and will be required to enter the building every day. If you lose this student card, you will need to pay 6 euros for a replacement. There is a Facebook and WhatsApp group called TBS Way, which is the centre for student life while you are there. This group provides information on school activities, conferences, extra-curricular sports, and nightlife events for TBS Barcelona students. Following this page is the best way to stay involved at the school and meet new people at events.

D) Budget outlining the cost of studying abroad (i.e. airplane tickets, housing, vacation and daily travel costs, textbooks, meals, etc.).

Plan Tickets:

The cheapest way to book a flight is to book a return trip. This can be hard considering dates can be shifted but if you email the school they can give you pretty accurate dates. It is best to book at least 2-3 months in advance to get the best prices on tickets. My ticket roundtrip was approximately \$1,200 roundtrip with 1-stop each way.

Housing:

Prices of housing fluctuate greatly depending on which neighborhood you choose to live in. The school will send you a comprehensive package that explains the different neighbourhoods and the best sites to use a few months in advance. The cost of living will be at least 500 euros per month.

Daily Travel:

The city is very accessible through public transportation, but if you have a decent housing location you can usually walk to whatever you need. If you do choose to use the metro system for daily travel, you can purchase a 3-month unlimited pass for 150 euros. Otherwise if you

choose to travel on the metro occasionally to visit tourist attractions, the best option is to purchase a T-10 ticket which is 10 euros and will give you 10 trips on the metro/bus.

Textbooks

There are no textbooks required for studying at TBS Barcelona. All of the course content is available online.

Food

I allocated about 30 euros per week for grocery shopping. It is better to do small trips to take advantage of the weekly changing sales at the grocery stores. Make sure to find a larger grocery store or outside marketplace rather than the small supermarkets that act as corner stores and are often very pricey.

E) Application procedures before your arrival (visa deadlines, documents required for visa, course registration, housing deposit, etc.).

Course Selection

Course registration was to be done before October 6th. The school sends an email a couple weeks prior with a link to their online school space with your login information to register. In the email they also attached a step by step guide to registering, along with files with information about the different courses. Make sure to get approval from the international exchange office at Telfer before you move forward with anything.

Visa Application

There were two different types of visas allowed for studying in Spain: the Youth Mobility Visa and the Student Visa. I chose to go with the Youth Mobility Visa as it is a much shorter approval time. Before you apply for the Youth Mobility Visa, you must apply for an NIE number at either the Toronto or Ottawa Spanish Embassy. Once the NIE number is received, you can move forward with applying for the Visa. The Visa application requires you to hand in your passport, so make sure you don't have to travel when you are in your application process. The total length of the process was approximately 4 weeks, with 3 weeks for the NIE approval and 1 week for the Visa approval. The length can be longer when the embassy is busy so make sure to apply months in advance, as soon as you get the acceptance letter from TBS Barcelona.

F) Address and description of housing. Cost of housing.

Carrer de Balmes, 166

2 Bedroom, 1 Bathroom apartment

Company:

Rent: 700 Euro Monthly

G) Work term (if applicable).

Not Applicable

H) Other comments or recommendations.

Pickpocketers: Make sure to always know where your belongings are on you and cover your pockets at all times. Barcelona is the number 1 city for pickpocketing in Europe and they will take your belongings when you least expect it. Be extra careful going into high traffic areas and especially on Las Ramblas. But besides pickpocketing, the city is a very safe place to live.

Recommendations:

The M1 program was not very welcoming for international students. It would be really nice if the University had a short orientation for the international students in the program like the Bachelors program did so that you can meet people in the same boat as you. Also, the website advertises that the classes are about 50% international students, but there were only a total of 3 in the marketing program and the majority of the class was students from the Toulouse program who didn't always speak fluent english.

I) Add a description of about five to seven sentences summarizing your experience.

My semester abroad in Barcelona has been a truly life changing experience. Being able to wake up every morning in such a beautiful city and experience the exciting culture is an incredible feeling. I have met so many amazing people from all different countries and cultures who have opened my eyes to new experiences. I had the opportunity to immerse myself completely in the unique Catalan culture and enjoy some of the best cuisine in Europe! I was able to learn from incredible professors who care about the topics they teach, and then let off some steam after class in one of the best cities in Europe for nightlife. And on top of all that, I was able to skip the harsh winter of Ottawa and enjoy the warm climate of coastal Spain. This semester in Barcelona has given me enough memories and stories to tell to last a lifetime. Barcelona is such a vibrant and fun city to study and live in and I would highly recommend this city to anyone going on exchange.