PROGRAM DATES: The program begins on Saturday May 14, 2016, in San Francisco and will end on Saturday May 21, 2016. Students will be responsible for making their own air travel arrangements in order to arrive Saturday in San Francisco.

PROGRAM SITE: The program will take place throughout the Bay Area. There will be site visits to several firms with speakers from various industries and organizations. Potential firms to be visit may include McKesson, San Francisco Giants, Adobe, Marketo, Salesforce.com, Lyft, LinkedIn, and other start-ups.

COURSE DESCRIPTION: Short-term course taking students on location to study strategies, trends, and the dynamics of attracting and maintaining customer relationships across varied industries (e.g., technology, health-care, sports/entertainment, etc.). The course includes company visits, presentations, and cultural requirements/visits. Students will engage in activities that improves their understanding of sales strategy development and implementation. The course may rotate destinations so students should consult the Department to determine the current field study. PRQ: MKTG 350 and consent of department.

DEADLINE TO APPLY: 4pm, Monday March 21st, Sales Lab in the Marketing Dept. Space is limited to 16 qualified applicants. Preference is given to students who are in/completed Marketing 350 (Principles of Selling), and are pursuing the sales certificate. Application are available in the Marketing Department or online at the NIU Sales Program webpage. Other questions can be sent to the Dr. Peterson at peterson@niu.edu
**ACADEMIC REQUIREMENTS:**
1. Sign up for summer school class. Three pre-departure meetings.
2. Your final grade will be based on active participation in the program, assignments on the road, and a 10 page report on a topic related to the program is required of every student.

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<th>NIU PROGRAM COST:</th>
<th>The program cost covers the following:</th>
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<tr>
<td>1) Hotel accommodations (SF International Hostel)</td>
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<td>2) Company visits</td>
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<td>3) Program-related excursions and transportation</td>
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<td>4) Most lunches and several optional dinners.</td>
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**PROGRAM COST TO STUDENT:** $650 + 3 hours tuition + airplane ticket to SF

**PAYMENT:** Due ($650 check or online payment) Monday April 4th by Noon.

NORTHERN ILLINOIS UNIVERSITY RESERVES THE RIGHT TO ALTER OR CANCEL THIS PROGRAM AS MAY BE DEEMED NECESSARY!

**TENTATIVE DAILY SCHEDULE - SUBJECT TO CHANGE**

Saturday May 14, 2016
Arrive San Francisco

Sunday May 15
Group and individual cultural trips

Monday May 16
SF Giants
Triple VooDoo Brewery

Tuesday May 17
McKesson
Salesforce.com

Wednesday May 18
Marketo
LinkedIn

Thursday May 19
Andreessen Horowitz
Lyft

Friday, May 20
Adobe

Saturday May 21
Depart San Francisco