

Towson University
TU The Minimalist Approach to Marketing in Scandinavia
Minimester 2025
(subject to change)

Monday, January 6	Depart US 8:30pm Flight BA228 from BWI
Tuesday, January 7	Arrive in Copenhagen 8:40am Flight BA228 arrives at LHR 11:50am Flight BA816 departs LHR 2:50pm arrives at CPH Bus to housing at designated flight arrival time Check in to accommodation On-site program orientation Welcome dinner Overnight at Urban House Copenhagen by Meininger in Copenhagen
Wednesday, January 8	Breakfast at accommodations Guest lecture: Happiest City on Earth - Everything Hygge Visit the Happiness Museum Group lunch Afternoon guided walking tour of Copenhagen Overnight at Urban House Copenhagen by Meininger in Copenhagen
Thursday, January 9	Breakfast at accommodations Guided tour of Carlsberg Brewery Guest lecture: Developing and Managing Successful Products Group lunch Class meeting at hotel Overnight at Urban House Copenhagen by Meininger in Copenhagen
Friday, January 10	Breakfast at accommodations Visit to iMotions Copenhagen software company Group lunch Free afternoon Overnight at Urban House Copenhagen by Meininger in Copenhagen
Saturday, January 11	Breakfast at accommodations Travel by train to Stockholm, Sweden (approx. 5 ½ hours) Check in to housing Stockholm guided city walking tour (includes visits to Gamla Stan, Old Town and the Royal Palace) Group dinner at local restaurant Overnight at the Rex Hotel Stockholm
Sunday, January 12	Breakfast at accommodations Free/study day Overnight at the Rex Hotel Stockholm

Monday, January 13	<p>Breakfast at accommodations</p> <p>Take private coach to the largest IKEA in Europe: Kungens Kurva in Skarholmen, south of Stockholm</p> <p>Group lunch at IKEA</p> <p>Guest lecture at IKEA</p> <p>Travel back to Stockholm via private coach</p> <p>Overnight at the Rex Hotel Stockholm</p>
Tuesday, January 14	<p>Breakfast at accommodations</p> <p>Visit and lecture at local business</p> <p>Guest lecture: Digital Marketing, Emerging Technologies, and Trends</p> <p>Group lunch</p> <p>Museums Island walking tour, including entrance to the Vasa Museum</p> <p>Overnight at the Rex Hotel Stockholm</p>
Wednesday, January 15	<p>Breakfast at accommodations</p> <p>Travel by train to Oslo, Norway (approx. 5 ½ hours)</p> <p>Check in to housing</p> <p>Class meeting at hotel</p> <p>Group dinner</p> <p>Overnight at the Anker Hotel</p>
Thursday, January 16	<p>Breakfast at accommodations</p> <p>Guided walking tour of Oslo</p> <p>Group lunch at Mathallen Food Hall</p> <p>Afternoon self-guided tour of the Norwegian Museum of Cultural History</p> <p>Visit Stave Church (exterior)</p> <p>Free rest of afternoon</p> <p>Overnight at the Anker Hotel</p>
Friday, January 17	<p>Breakfast at accommodations</p> <p>Fjord Sight-seeing cruise</p> <p>Oslo guided food tour (including samples)</p> <p>Overnight at the Anker Hotel</p>
Saturday, January 18	<p>Breakfast</p> <p>Bus transfer to airport for designated flight departure time</p> <p>Return to the U.S.</p> <p><i>11:25am Flight BA763 from OSL</i></p>