

## Video Script

“Hey, my name is Grace Guertin and I’m a rising senior in Management with a minor in Digital Marketing and Analytics. This summer I was enrolled in the UConn Business in London Classes/Internship hybrid program through which I took courses in Business Law and Human Rights while also completing an internship for Elizabeth Arden’s Prestige Marketing Team.

Here is how I went about deciding where to go, when to go, and what courses to take...”

### **Where to go? (Q showing on slide)**

London peaked my interest as I had never lived in a large city before. It is not only an international leader in business, but it has so much cultural excitement to offer. The lack of a language barrier also was helpful.

### **When to go? (Q showing on slide)**

Knowing my goal to complete my undergrad degree in 3 years, I wanted to study during the Summer semester to maximize my time in Storrs. Summer is also the perfect time to travel and experience major European cities during their most sunny months.

### **What courses to take? (Q showing on slide)**

For my class portion, a UConn Business professor Robert Bird taught Business Law and a British professor taught Human Rights. These courses helped to round out my education thus far by adding an ethical and humanistic lense to business. For my internship, I wanted to work in an industry that I could see myself in as a career post-grad.

Lastly, here is an excerpt from the blog post I wrote about my experience:

“Week 5 marked the start of my internship for Elizabeth Arden. I have absolutely loved my experience so far! I am doing marketing for the Elizabeth Arden brand in their makeup and skincare sectors. My main role this summer will be to conduct competitive analysis on EA competitors in specifically foundation and moisturizer. This week I analyzed social media campaigns, evaluated digital platform tools, and conducted in-store research. The team has been very supportive and I have loved the culture of a young, modern office with a femme spirit. My commute also is pretty easy – just a 20 minute ride on a double-decker.”

To read more about my summer abroad, visit the School of Business Perspectives Blog!

**Link showing on slide:** [business.uconn.edu/category/perspectives-blog/](https://business.uconn.edu/category/perspectives-blog/)

**Link showing on last slide:** <https://undergrad.business.uconn.edu/abroad/>