GRADUATE & UNDERGRADUATE FIELD STUDY IN INTERNATIONAL MARKETING TO

INDIA

Fall Semester 2016 Course—ESTIMATED Travel January 3 – January 13, 2017

Instructors: Dr. Pradeep Gopalakrishna
Course: Undergraduate MAR 356E and Graduate MAR 680V
Credits: 3
Travel Cost (in addition to tuition): $3,550* plus Indian visa (+$100 study abroad fee; approximate and subject to change) Includes airfare, hotel, some meals, local transportation, site visits, tours, etc. Students should budget extra funds for meals. *Approximate and subject to change.
FULL PAYMENT DUE: September 30, 2016

SCHOLARSHIPS AVAILABLE – APPLY ONLINE AT www.pace.edu/lubin/travelscholarships

Course Focus: The primary objective of this course is to provide students with an introduction to the Indian economy, with a focus on marketing as it applies to modern India, keeping in mind the infrastructure and developments in the fields of information technology, i.e., software, higher education, retailing, and entrepreneurship to name a few. This year, the group will be visiting Bangalore in the south and New Delhi in the north. Students will also meet with foreign business managers, educators, and government officials to discuss contemporary issues and business practices. In addition, students will study the cultural values and norms of India and participate in various cultural events and activities.

Requirements:
• Prerequisite: MAR 250 & junior standing for undergraduate students
• Pre-trip class sessions: September 23, October 14, November 4, December 2, December 9 (to be confirmed)
**Attendance at all scheduled meetings is mandatory.**

For more information: Visit the course web page at http://tinyurl.com/LubinIndia // Contact the Marketing Department at (212) 618-6449 (NY) // Email Dr. Gopalakrishna at pgopalakrishna@pace.edu.