UNDERGRADUATE FIELD STUDY IN INTERNATIONAL
MARKETING TO

BRUSSELS & LONDON

Fall Semester 2016 Course—ESTIMATED Travel January 9 – January 19, 2017

Instructors: Dr. Dennis Sandler
Course: MAR 356
Credits: 3
Travel Cost (in addition to tuition): $3,650* (+$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 International Marketing Field Trip to Brussels and London will study the effects of European integration and culture on marketing activities in Europe, the marketing activities of US firms in the EU, and the future of the European Union. Students will meet with business executives, educators, and government officials to discuss international marketing and business practices. Students will study cultural values and norms in Belgium and England and participate in various cultural activities. In addition to classroom presentations by representatives of international organizations and companies, students will be provided with readings, case studies and other instructional material via Blackboard.

Requirements:
• Prerequisite: MAR 200 or MAR 250 Minimum Grade of D, junior standing
• Pre-trip class sessions: September 23, October 21, November 11, December 9 (to be confirmed)
**Attendance at all scheduled meetings is mandatory.**

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