GRADUATE & UNDERGRADUATE FIELD STUDY IN INTERNATIONAL MARKETING TO

COPENHAGEN and STOCKHOLM

Spring Semester 2016 Course — Travel May 23 — June 2, 2016

Instructor: Professors Dennis Sandler and Loretta Volpe
Course: Undergraduate MAR 356 and Graduate MAR 680H
Credits: 3
Travel Cost (in addition to tuition & $100 study abroad fee): $ 3,800 (approximate and subject to change) Includes airfare, hotel, some meals, and local transportation. Students should budget extra funds for meals.
DEPOSIT DATE: November 30, 2015 ($1,000)
FULL PAYMENT DUE: January 29, 2016

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

Course Focus: Looks at the effects of sustainability and European Union integration on marketing activities in Scandinavian countries (Copenhagen and Stockholm). Students will meet with business managers, educators and government officials to discuss issues and business practices. Students will study the cultural values and norms of Sweden and Denmark and participate in various cultural events and activities. Extensive use of Blackboard will be made to provide students with readings, case studies and web-assisted instructional materials. A research report incorporating the field experiences is due after the conclusion of the field study.

Requirements:
- Prerequisite/Co-requisite: Undergraduate level: MAR 250, junior standing
  Graduate level: MBA 622/642
- Pre-trip class sessions: (to be confirmed) February 19, March 11, April 8, April 15, May 13
- Group Project Presentation, Case Studies, and Individual Term Paper

For more information: Visit the course web page at http://tinyurl.com/LubinScandinavia or Contact the Marketing department at (212) 618-6449 or Prof. Dennis Sandler at dsandler@pace.edu