Graduate & Undergraduate Field Study in International Marketing to

Copenhagen and Stockholm

Spring Semester 2014 Course — Travel May 26 - June 5, 2014

Instructor: Prof. Dennis Sandler
Course: Graduate MAR 680H and Undergraduate MAR 356
Credits: 3
Travel Cost (in addition to tuition): $3,700 (approximate and subject to change). Includes airfare, hotel, some meals, and local transportation. Students should budget extra funds for meals.
DEPOSIT DATE: December 2, 2013 ($500)
FULL PAYMENT DUE: January 31, 2014

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 two weeks after the conclusion of the field study.

Requirements:
- Prerequisite/Co-requisite: Graduate level: MBA 622/642 Undergraduate level: MAR 250, junior standing
- Pre-trip class sessions: February 7, March 14, April 11 and April 25 + 1 post-trip class
- Group Project Presentation, Case Studies, and Individual Term Paper

For more information: Contact the Marketing department at (212) 618-6449 (NY) or Prof. Dennis Sandler at dsandler@pace.edu