GRADUATE & UNDERGRADUATE FIELD STUDY IN
INTERNATIONAL MARKETING TO

India

Fall Semester 2014 Course—Travel January 5 – January 15, 2015

Instructors: Dr. Pradeep Gopalakrishna
Course: Undergraduate MAR 356E and Graduate MAR 680V
Credits: 3
Travel Cost (in addition to tuition): $3,500 plus Indian visa (approximate and subject to change - additional fee is possible in the event of an airline fuel surcharge). Includes airfare, hotel, some meals, and local transportation. Students should budget extra funds for meals.
FULL PAYMENT DUE: October 1, 2014

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 19, October 3, October 24, November 14, December 5
**Attendance at all scheduled meetings is mandatory.**

For more information please contact Dr. Pradeep Gopalakrishna, pgopalakrishna@pace.edu or (212) 618-6456.