UNDERGRADUATE FIELD STUDY IN INTERNATIONAL MARKETING TO

London and Brussels

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

Instructor: Prof. Dennis Sandler
Course: MAR 356
Credits: 3
Travel Cost (in addition to tuition): $3,500 (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 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 Minimum Grade of D or MAR 250 Minimum Grade of D, junior standing
- Pre-trip class sessions: September 19, November 7, November 14, December 5
**Attendance at all scheduled meetings is mandatory. **

For more information: Contact the Marketing Department at (212) 618-6449 (NY) or (914) 773-3646 (PL)