

SCANDINAVIA

COPENHAGEN & STOCKHOLM

INTERNATIONAL MARKETING FIELD STUDY

Spring 2023 Course with Summer 2023 Study Abroad

DATES ABROAD: May 23 - June 1, 2023

COURSE: MAR 356 or MAR 680H

CREDITS: 3 credits

PREREQUISITES: MAR 201 or MBA 622/642

Junior, senior, or
graduate standing

PROGRAM FEE: \$3,450

FACULTY LEADER: Prof. Dennis Sandler
Prof. Mary Long

Apply Now!

Priority deadline:

November 15, 2022

SCHOLARSHIP:

\$2,000 Lubin Travel Scholarships available.

Apply by Nov. 21, 2022

at www.pace.edu/lubin/travelscholarships

For more information or to apply for this program, visit:

www.pace.edu/study-abroad

Course Description

This Lubin Field Studies course looks at the effects of sustainability and European Union integration on marketing activities in Scandinavian countries (Denmark and Sweden). Students will meet with business managers, educators, and government officials to discuss issues and business practices. 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. The course includes a group project presentation, case studies, and an individual term paper.

Cost

Program Fee includes:

- Accommodations
- Some meals
- Site visits & excursions
- Ground transportation
- Insurance

Program Fee does not include:

- Pace tuition
- International flights to/from program destination
- \$100 study abroad fee
- Visas (if applicable)

How to Apply

Submit your Study Abroad application by visiting www.pace.edu/study-abroad/faculty-led and click on this faculty-led program. Then **Apply**.

Questions?

Email us at studyabroad@pace.edu
or email Professor Sandler at dsandler@pace.edu (with academic questions)