



# BRUSSELS & LONDON

## INTERNATIONAL MARKETING

Fall 2023 Course with January 2024 Study Abroad

**DATES ABROAD:** January

**COURSE:** MAR 356

**CREDITS:** 3 credits

**PREREQUISITES:** MAR 201, junior or senior standing

**PROGRAM FEE:** TBD

**FACULTY LEADER:** Prof. Dennis Sandler

**Apply by priority deadline:  
April 15**

*Applications reviewed on a space-available basis after this date*

**SCHOLARSHIP:**

\$2,000-2,500 Lubin Travel grants available.

Apply at [www.pace.edu/lubin/travelscholarships](http://www.pace.edu/lubin/travelscholarships)

For more information and to apply:  
[www.pace.edu/study-abroad](http://www.pace.edu/study-abroad)

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Education Abroad

Lubin School of Business

# Course Description

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, including the withdrawal of the UK (Brexit). 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 Classes.

## Cost

### Program Fee includes:

- Accommodations
- Some meals
- Site visits & excursions
- Ground transportation
- Travel from Brussels to London
- 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](http://www.pace.edu/study-abroad/faculty-led)  
and click on this faculty-led program. Then **Apply**.

## Questions?

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