



BRUSSELS & LONDON

INTERNATIONAL MARKETING FIELD STUDY

Fall 2023 Course with January 2024 Study Abroad

DATES ABROAD: January 9-18, 2024

COURSE: MAR 356

CREDITS: 3 credits

PREREQUISITES: MAR 201, junior or senior standing

PROGRAM FEE: \$3,850

FACULTY LEADER: Prof. Dennis Sandler
Prof. Loretta Volpe

Apply now!

Applications are being reviewed on a space-available basis

SCHOLARSHIP:

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

Apply at www.pace.edu/lubin/travelscholarships

For more information and to apply:
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
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)