

# SINGAPORE & MALAYSIA

## INTERNATIONAL MARKETING FIELD STUDY

Fall 2024 Course with January 2025 Study Abroad

**DATES ABROAD:** January 3-12, 2025

**COURSE:** MAR 356G or MAR 680T

**CREDITS:** 3 credits

**PREREQUISITES:** MAR 201 or MBA 806

Junior, senior, or  
graduate standing

**PROGRAM FEE:** \$3,350

**FACULTY LEADER:** Prof. Pradeep  
Gopalakrishna

Applications open now!  
Apply by April 15



**SCHOLARSHIP!**  
\$2,500 Lubin Travel grants available!  
Apply by May 1.  
Scan QR code for details.

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Lubin School of Business

**PACE UNIVERSITY**  
Education Abroad

For more information or to apply for this program, visit  
[the Study Abroad website](#)

# Course Description

The International Marketing Field Study course provides students with an introduction to two leading southeast Asian economies. Singapore and Malaysia with a focus on marketing, keeping in mind the infrastructure and development. This course offers students the unique opportunity to study the cultural values and norms of two countries, and participate in various cultural events and activities. Upon arrival in the country, students will meet with educators, leading business professionals and embassy officials to discuss cutting edge business practices. In the fall term, students will present case studies, meet with embassy officials in NY, debate contemporary business topics and prepare reports pertaining to company visits. Upon the return, students will submit research reports pertaining to company visits.

## 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
- Visa (if applicable)

## How to Apply

Visit [the Faculty-Led Programs page](#) and click on this program to submit your Study Abroad application. Then click **Apply**.

## Questions?

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