

# BRUSSELS & LONDON

## INTERNATIONAL MARKETING FIELD STUDY

Fall 2024 Course with January 2025 Study Abroad

**DATES ABROAD:** January 7-16, 2025

**COURSE:** MAR 356 or MAR 680Q

**CREDITS:** 3 credits

**PREREQUISITES:** MAR 201 or MBA 806  
Junior, senior, or  
graduate standing

**PROGRAM FEE:** \$3,700

**FACULTY LEADER:** Prof. Dennis Sandler

**Apply now!**  
**Secure your spot today.**



**SCHOLARSHIP!**  
**\$2,500 Lubin Travel grants available!**  
Apply by May 1.  
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For more information or to apply for this program, visit  
[the Study Abroad website](#)

# 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

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 Sandler at [dsandler@pace.edu](mailto:dsandler@pace.edu) (with academic questions)