

# SCANDINAVIA

## COPENHAGEN & STOCKHOLM

### INTERNATIONAL MARKETING FIELD STUDY

Spring 2025 Course with May Study Abroad

**DATES ABROAD:** May 20-29, 2025

**COURSE:** MAR 356 or MAR 680H

**CREDITS:** 3 credits

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

**PROGRAM FEE:** \$3,800

**FACULTY LEADER:** Prof. Dennis Sandler  
Prof. Mary Long

**Applications open soon!**  
**Early action deadline: Nov. 15**



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

# 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
- Flight from CPH to STHLM
- 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 <https://www.pace.edu/study-abroad/travel-courses> and click on this Pace Travel Course. 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)