

Study Abroad During Spring Break 2016

Italy & Hungary

Milan • Genoa • Budapest

Travel Dates: March 11-20, 2016 • Spring Break



Program Description

This marketing study abroad program to Italy and Hungary offers the unique opportunity for students to gain knowledge about conducting business in another culture/foreign environment from a marketing, logistics and supply chain management perspective and to obtain specific in-country experience regarding marketing opportunities and challenges through business and cultural visits.

Program Cost

\$3,259.00 Program Fee + \$610.77 Instructional Fee (Per Course) + \$175.00 Study Abroad Fee includes international medical insurance). All students (in-state, out-of-state & international) pay same instructional fee. **Scholarships Available**

What's Included

Program fee includes round-trip international airfare, hotel accommodations (based on double occupancy) with daily breakfast, ground transportation during program activities, and entry to cultural and business visits as indicated on the program itinerary.

Courses Offered (Spring 2016)

All students are required to take the mandatory MAR 4933/4907 course and may select one additional course. *Optional courses can be applied toward the Import-Export and Supply Chain Management Certificate.

- MAR 4933/4907: Mandatory study abroad course
- MAR 4156: International Marketing*
- MAR 4144: Export Marketing*
- TRA 4203: Principles of Logistics*
- TRA 4214: Logistics Strategy*
- TRA 4721: Global Logistics*

Program Directors

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Questions? Contact Us!

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LEVEL OF PHYSICAL ACTIVITY



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