



GLOBAL DESTINATION COURSE

Los Angeles, California – SPRING 2022

MKT 3317 International Marketing or IB 3341 Principles of International Business

Fashion and films go hand in hand with Los Angeles. Experience the city's glamour with all the lights and action. From the exclusive Rodeo Drive, Hollywood, and film studios, this course offers an up-close and intimate look at fashion and entertainment. Accepted students will participate in a hybrid course with travel during the Spring Break. While in Los Angeles, students will visit the most popular sites and attractions, and attend company visits and meet professionals to learn about the role of international marketing in the United States and abroad in the fashion and entertainment fields.

Travel Dates: February 26 - March 5, 2022 (Spring Break)

Credit Hours: Satisfies 3 credit hours

Eligibility Criteria: Successful completion of MKT 2301 or MGT 2301

Program Fee: Approximately \$2250*

Confirmed students will receive a Dean's Scholarship in the amount of \$500. Once approved and upon being registered into the class, students will be charged the program fee and will then receive a credit on their account in the amount of the Dean's scholarship (effective fee is then approximately \$1750, **not including airfare).*

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For more information or to apply visit: www.stjohns.edu/tobingdc