



# GLOBAL DESTINATION COURSE

## MADRID, SPAIN – SPRING 2023

### MKT4350 Marketing Seminar cross listed with MGT 3391 Global Business Policy

Experience the rich culture of Spain's capital city and attend business site visits with high level company executives. This compressed/hybrid course offers an examination of the marketing and management process as applied to hospitality and tourism organizations. Attention is given to the role of marketing as part of a travel and tourism organization's strategic plans.

**Travel Dates:** February 24 – March 5, 2023 (Spring Break)

**Eligibility Criteria:** Successful completion of MKT 2301  
Successful completion of MGT 2301

**Program Fee:** Approximately \$1875\* (*not* including airfare)

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**For more information or to apply visit:** [www.stjohns.edu/tobingdc](http://www.stjohns.edu/tobingdc)

*\*Dean Scholarships may be awarded to offset the travel fee*