



## GLOBAL DESTINATION COURSE

### MADRID, SPAIN – SPRING 2023

#### MKT 701 Seminar in Current International Marketing Topics cross listed with MGT 652 Seminar in International Management

Travel during Spring Break with Dr. Leonora Fuxman and experience the rich culture of Madrid, Spain's capital city. Students will attend business site visits with high level Spanish executives. This 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 600 or  
Successful completion of MGT 601

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

**Confirmed students will receive up to \$500 Dean's Scholarship**

*Upon registration, students will be charged the program fee and  
will then receive a credit of up to \$500 on their account in the form of a Dean's Scholarship.*

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