



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)

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