



GLOBAL DESTINATION COURSE

PARIS, FRANCE – FALL 2023

MKT 3317 Global Marketing cross-listed with IB 3341 Principles of International Business

Experience the city of lights with Dr. Iris Mohr and attend business site visits to global companies that give students a bird's-eye view of how retail marketing operates in a global setting. Discover how international retailers create and execute effective marketing strategies to appeal to different cultures and markets. Gain hands-on experience in visual merchandising, explore the latest trends in fashion branding and learn how global brands develop and communicate their unique identity. The class runs **asynchronously virtually**, with a handful of meetings run synchronously either in person on Queens campus or virtually - arranged around students' availability.

Expected Travel Dates: November 19 – November 26, 2023 (Thanksgiving Week)

Eligibility Criteria: Successful completion of MKT 2301

Program Fee: Approximately \$2175 (*not* including airfare)

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

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