



# GLOBAL DESTINATION COURSE

## MADRID, SPAIN – SPRING 2024

**MKT4350 Marketing Seminar**  
cross listed with  
**IB 3341 Principles of International Business**

Travel to the vibrant capital city of Spain and immerse yourself in its rich culture while enjoying exclusive access to meetings with high-level business executives. Our compressed/hybrid course offers a unique opportunity to explore the intricacies of marketing and management, meticulously tailored to the hospitality and tourism sector. Throughout the program, students will acquire insights into the global hospitality and tourism landscape, delving into the pivotal role of marketing within the strategic framework of travel and tourism organizations.

**Approximate Travel Dates:** February 24– March 3, 2024 (Spring Break)

**Eligibility Criteria:** Successful completion of MKT2301 or HON3301 or MGT2301

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

*\*Confirmed students may receive a Dean's Scholarship*

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