

# Paris



# Prague



# Milan



## International Marketing European Study Tour

May Term 2012

**MKT 325 International Marketing,**  
*Dr. Lawrence Burgee*

**One-credit options**

- **Assessing Cultural Diversity in Local European Retail Business Practices, *Dr. Deborah Leather***
- **International Marketing Trends in Fashion, *Dr. Jennifer Yang***

### Cost & Payments

- \$3,999 for one course (Add \$300 per each OCO)
- \$1,000 deposit reserves a spot starting November 28, 2011
- Full balance due March 1, 2012
- Info: [lburgeon@stevenson.edu](mailto:lburgeon@stevenson.edu)

### Included in Cost

- Tuition
- Round trip flights
- Four-star accommodations
- Buffet breakfast daily in hotel
- Transportation
- Company Visits

**\$300 discount for 1<sup>st</sup> 10 deposits**