

Marketing in the European Union

Consumer Behavior (MKT 311) & International Marketing (MKT 325/INBUS 325)



Are you interested in learning how businesses and consumers market their products and brands differently based on the country of origin? Then join us in Milan, Italy and Lyon, France! We will explore the impacts of culture, economy, and media to assess the differences between marketing strategies used in the US and European markets. Experience international marketing first-hand by touring companies and observing the marketing decision-making from a European perspective.

Seeing multiple countries and examining both the international marketing practices and the consumer behavior patterns of individuals in varied countries will lend itself to a more thorough understanding of marketing and consumption behavior.

MKT 206 is a prerequisite.

Program Details:

- Milan & Lyon
- **May 25 - June 7, 2019**
- On-campus meetings on May 21, 22 & 24, 2019
- 3 credits
- \$4,485 + summer tuition
- Application and \$250 non-refundable deposit **due by February 18, 2019**

Program Inclusions:

- Round trip international airfare and airport transfers in Europe
- Intercity transport
- Housing
- Some meals
- Excursions and cultural activities
- Health insurance
- Tips & fees

Faculty Leader:

Dr. Takisha Toler
Assistant Professor, Marketing
toler@stevenson.edu

Participants will choose between the following two courses

- MKT 311:
Consumer Behavior
- MKT 325 / INBUS 325:
International Marketing

For more information and to apply, go to: studyabroad.stevenson.edu



**INTERNATIONAL AND
OFF-CAMPUS STUDY**
STEVENSON UNIVERSITY

