



GLOBAL DESTINATION COURSE

BARCELONA, SPAIN – SPRING 2019



MKT 630 Marketing of Services

Travel to Barcelona for 8 days with Dr. Joan Ball. Accepted students will participate in a compressed course with travel during the Spring Break. In Barcelona, students will attend business visits to learn about the role of international service marketing and marketing management in a European context.

Travel Dates: March 1-9, 2019

Credit Hours: Satisfies 3 credit hours.

Eligibility Criteria: Successful completion of MKT 600

Program Fee: Approximately \$2400 (*not* including airfare) - *Upon being registered into the class you will be charged a program fee of \$2400 and will receive a credit on your account of \$500 in the form of a Dean's scholarship shortly after.*

Contact: Dr. Joan Ball ballj@stjohns.edu
Ms. Lina Cajiao-Quiroz cajiao@stjohns.edu

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