

September 2 - 14, 2019

International Marketing, Communication & Ethics in the EU and Italy

You'll develop your credentials as a global citizen by:

- Exploring the Italian business and social culture
- Visiting Italian businesses both small and large
- Participating in events celebrating the Italian culture
- Practicing intercultural understanding and communication
- Developing your professional skills through interacting with business professionals

We will be exploring how to thrive in the new globalized business culture. There are many facets of business marketing that are shared among cultures and some that are culturally unique. We will be looking at how to navigate the position of international and intercultural communication of the marketing message.

During and after Spring quarter hybrid pre-departure sessions will prepare you for on-site activities and post-visit course deliverables, we will meet in Florence to take a bus to the town of Sansepolcro in the Tuscany region. This will be our home base for all our activities. We will be taking day trips to visit several different types of businesses, some that are unique to Italy including wineries, chocolatiers and fabric weavers. These trips will include visits to Perugia, Anghiari, local wineries and attending a forum of women business owners. Classes will be held in a working monastery, walking tours, and on buses crossing the Italian countryside.

This year's itinerary includes meetings with Busatti, Aboca, Perugina, Deruta, Cose di Lana and others.

Courses

**MKTG 4940/5940:
International Marketing**

Professor Andrea Holtan

This international marketing class is set in the walled Medici village of Sansepolcro in the hills of Tuscany where we will be engaged with local businesses and a festival experiencing the culture and beauty of Italy. We will be visiting Italian companies exploring the commonalities and differences of culture, communication and ways of doing business.