Marketing and Management in Ireland
explore. dream. discover.
Dublin is the capital city of Ireland. Its vibrancy, nightlife and tourist attractions are renowned and it is the most popular entry point for international visitors to Ireland. Don’t pass up the opportunity to take your Introduction to Marketing and/or Organization and Management course(s) in one of the most historic cities in Europe! This program will combine classroom learning, company visits, cultural activities, and excursions to give students a deeper understanding of the world as well as complete one (or two) of your core business classes.

COURSE OFFERED:
MKT 3350 – Introduction to Marketing taught by Jeffrey Harper  
MGT 3370 – Organization and Management taught by Mike Ryan

PROGRAM LOCATION:
Dublin, Ireland

PROGRAM HIGHLIGHTS:
Thousands of years of Irish culture meet modern charm in Ireland’s capital city. Dublin has become a center of high tech industry and learning, but it still maintains a sense of its historical past. With just over one million inhabitants, this small capital provides the amenities of a much larger city – from fantastic shopping avenues and renowned restaurants to diverse cultural edifices.

- Guided walking tour of Dublin  
- Weekend excursion to Belfast  
- Weekend Excursion to Galway  
- Welcome Dinner  
- And more...

PROGRAM DATES:
July 10th – August 10th (subject to change)