

0948



International Field Experience

SBA: Business in Mexico Guadalajara, Mexico

Expected: March 20-24, 2011

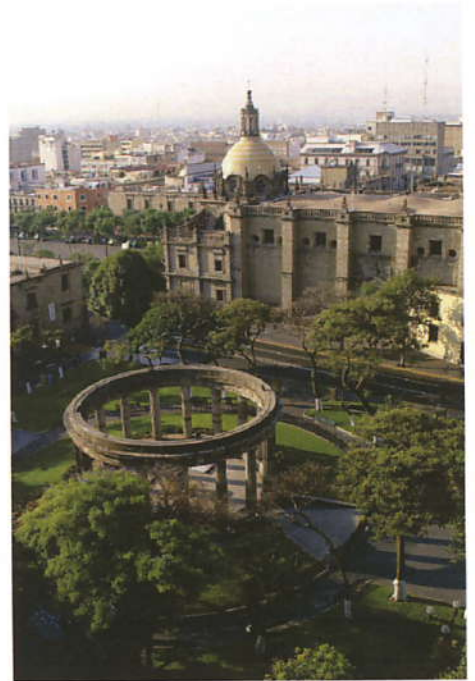
Led by Professor Tom Gillpatrick

Explore Mexican Business culture in Guadalajara over Spring Break!

“Business in Mexico” is an international field study aimed at giving SBA undergraduate and graduate students an opportunity to explore Mexican business culture in Guadalajara, Mexico. By partnering with one of the top ten business schools outside of the U.S., Universidad Tecnologica de Monterrey –Guadalajara (EGADE), this course will allow PSU students to interact and build relationships with Mexican business students, compare key aspects of Mexican and American business cultures, and learn about Mexican culture, economics, and history in the second largest city in the country.

During their time in Guadalajara, students will be able to hear guest lecturers from EGADE and will visit businesses that either have another unit of the same company in Portland or companies with an equivalent in Portland. Some of these companies may include Intel, Nike, and Frito Lay. Students will also engage in a targeted marketing research activity.

Undergraduate students must have completed Marketing 311 to be considered for this program. This 4 unit course will be counted as an elective for both graduates (Mktg 566) and undergraduates (Mktg 466). This elective can be counted as a concentration course for Marketing undergraduate majors.



**Applications Deadline:
Friday, January 14**

**Applications & More information:
<http://oia.pdx.edu/ea/>**

For more information please contact Rachel Foxhoven at foxhoven@pdx.edu