COURSE OVERVIEW
This course offers students the opportunity to study cross-cultural dimensions of international management and marketing in sunny Santiago, Chile. This course emphasizes the importance of understanding the implications of culture on the behavior of consumers and managers. The Santiago landscape will provide specific illustrations of differences and similarities in business between the North American and various Latin American cultures.

INSTRUCTOR
Mary Ann McGrath (mmcgrat@luc.edu) is a Professor of Marketing and Chair of the Department of Marketing. Professor McGrath’s research on consumer rituals, gift exchanges and shopping behavior has been expanded in recent years to include the international marketplace. Chile provides an excellent context for illustrating how North American institutions and local businesses incorporate Hispanic values and behaviors.

COURSE FEE: TO BE ANNOUNCED
Cost = Tuition + Activity Fee + Airfare