

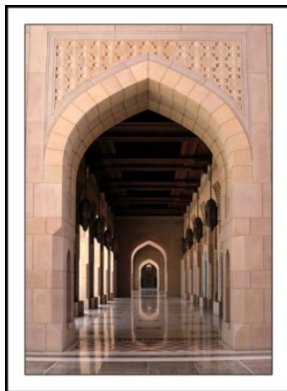
## A Study Abroad Course in 2010-11 Winter Break

### International Service Marketing & Management in Dubai and Oman

The study-abroad course combines a series of class lectures and a two-week fieldtrip experience in the warm destinations of Dubai and Oman. Students will study the current trends and critical issues pertaining to international service marketing & management. Topics include customer relations management, cross-cultural human resources, international selling, and other marketing & management concepts as applied to leisure, retailing, hospitality, and tourism industries. Case studies from Dubai and Oman will be used for illustrations of best practices and challenges.



This is a credit-earning course involving assignments before, during, and after the fieldtrip. The course is open to all students. Earned credits can be applied to your plan of study as required or elective course, depending on your major.



Fieldtrip Dates: departure on December 26, 2010; returning on January 09, 2011.  
Course instructors:  
Drs. Joseph Ismail & Liping Cai

Estimated Program Costs: \$2,920 per person in Dubai and Oman\*

Enroll online at

<http://www.studyabroad.purdue.edu/> (search for winter break programs)



Application Deadline: September 30, 2010. Earlier expression of interest/intention is strongly encouraged. Please contact Prudie Miller (765) 494 8196, [hhsstudyabroad@purdue.edu](mailto:hhsstudyabroad@purdue.edu)



\*The program costs include all academic activities, international insurance, all hotels and breakfasts, 20 percent of lunches and dinners, all ground transportation in Dubai and Oman, and guided tours to numerous historic and cultural sites. For the full description of the program itinerary, please visit [www.hhs.purdue.edu/studyabroad/](http://www.hhs.purdue.edu/studyabroad/). The program costs do not include international airfare which depends on the timing of booking.