



# Broad College of Business MICHIGAN STATE UNIVERSITY

## **Business & Culture in Spain (MKT393/490)**

Fall 2025 Syllabus

**Course number:** MKT 393/490 (or BUS 491)

**Credit hours:** 3

**Course Times:** 6:30-9pm Thursdays—30 Jan, 6 Feb, 13 Feb, 20 Feb, 1 Mar through 8 Mar (spring break), 27 Mar, 3 April

**Course Locations:** On-campus meetings in 301 EPP (Eppley Bldg).

**Course website address:**

**Course modality:** in person

### **Instructor Information**

**Name:** Pena Marin, Jorge, Ph.D.

**Office:** N345, North Business Complex

**Office hours:** by appointment.

**E-mail:** [penamar1@msu.edu](mailto:penamar1@msu.edu)

**Phone:** 517-432-6429

*Bio at the end of the syllabus.*

### **Course Materials:**

Readings and videos will be distributed via D2L and in class.

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### **About This Course**

#### **Course Information / Program Description**

This program is designed to provide you with a general understanding of major topics in international business, situated in the framework of Madrid, Spain—a cosmopolitan city known for its rich cultural heritage and dynamic business environment—and Seville, Spain—famous for its stunning architecture, historic significance, and a business hub in the southern region. It covers global factors pertinent to industries, markets, and institutions in making business decisions. In addition, cultural specifics will be explored to give an understanding of factors that make Spain unique in its culture and how this impacts thoughts and actions of Spaniards and Spanish companies.

From March 01-March 8 (we plan to leave Michigan on February 28), we will be traveling and experiencing how business is done in this part of the globe. We will be visiting an array of businesses, from large multinational corporations (MNCs) to smaller, entrepreneurial establishments, with a focus on some of the country's largest industries: tourism, technology, olive oil, sports, agriculture, logistics. We will speak with CEOs as well as employees from all



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levels of the companies we visit in order to intimately understand how decisions are made and how these companies operate. To provide further understanding of modern business and business culture, we will explore the history of the country through field trips, including the exploration of a medieval city. Beyond participation in the study abroad program, participation in program sessions during the course of spring semester is required; 6, 2.5-hour evening seminars have been scheduled (4 pre-departure sessions and 2 post-program sessions). These on-campus sessions will provide a solid foundation in the basic concepts of international business as well as business cultures and will prepare you well for what you will see and experience abroad. Likewise, the sessions occurring after the actual experience abroad will help you “unpack” the experience—reflecting upon your time abroad and incorporating it both personally and professionally to help you best take advantage of what you have learned. See the course outline for a further in-depth description.

### Learning Outcomes:

- To gain an understanding of the basic concepts of international business, including its history and changes over time
- To see how history and culture affect modern business, in the U.S. as well as abroad
- To learn to identify opportunities in global markets and understand the strategic choices made in international business operations
- To understand how political decisions affect international business operations
- To gain an in-depth understanding of the functional areas of business from a global standpoint.

### *Additionally, upon completion of the course:*

- Students will be familiar with trade theory and recognize the evolution of globalization throughout the centuries.
- Students will recognize the underpinnings of the global trade system, the organizations responsible for trade regulation and how they function.
- Students will experience and articulate some of the challenges and benefits of small companies as compared with large multinationals in doing business abroad.
- Students will research factors (geography, governmental policy, history, culture) that make certain regions of the world hospitable for business sectors, comparing our host region to others.

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### **Required Technologies**

*If for a change in policy some classes are to be held online:*

1) High speed internet connection (above 25 Mbps)

- Guide for internet speed: <https://broadbandnow.com/guides/how-much-internet-speed-do-i-need>
- Information about accessing internet connections (including companies offering students free or reduced cost internet): <https://remote.msu.edu/learning/internet.html>



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- Guide for browser and mobile support that works best with D2L:  
[https://documentation.brightspace.com/EN/brightspace/requirements/all/browser\\_support.htm](https://documentation.brightspace.com/EN/brightspace/requirements/all/browser_support.htm)
- I understand that not all students have access to reliable internet. If you encounter difficulties – including outages – during synchronous sessions, I expect you to consult the class materials posted on D2L.

### 2) Webcam

- Webcams are strongly encouraged to be turned on for lectures and discussion. They are **required** to be turned on for the final assessment (project presentation)

### 3) Zoom

### 4) Access D2L

### Technical Assistance:

If you need technical assistance (including how to access course material) at any time during the course or to report a problem you can:

- Visit the MSU Help site at <http://help.msu.edu>
- Visit the Desire2Learn Help Site at <http://help.d2l.msu.edu>
- Call the MSU IT Service Desk at (517)432-6200, (844)678-6200, or e-mail at [ithelp@msu.edu](mailto:ithelp@msu.edu)
- Request assistance navigating and requesting instructional design help:  
<https://tech.msu.edu/service-catalog/teaching/instructional-design-development/>
- Consider including pointers for which browsers and internet speeds are best for working with D2L: Browser/mobile support for D2L:  
[https://documentation.brightspace.com/EN/brightspace/requirements/all/browser\\_support.htm](https://documentation.brightspace.com/EN/brightspace/requirements/all/browser_support.htm)
- Guide for internet speed: <https://broadbandnow.com/guides/how-much-internet-speed-do-i-need>. For most courses, 25 Mbps should work. If there is no mandatory video component, then students may be able to interact with the course with a slower connection. Most courses have a generic statement that says the course requires access to "high speed" internet.

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### **MSU Community Compact regarding COVID-19:**

COVID-19 information: This class will abide by all MSU policies concerning health and safety regarding COVID-19. Specifically, all students and instructors in this course will abide by the vaccine and masking policies as detailed on [Together We Will](#).

**Self-Monitoring & Exposure to COVID-19.** Students will self-monitor for covid-19-like symptoms. If a student experiences any symptoms, they will stay home and contact a health care provider to determine what steps should be taken. If you believe you have been exposed to someone with COVID-19, you should self-quarantine and monitor your symptoms. If feeling ill, students should contact MSU's COVID-19 hotline at 855-958-2678 or contact their health care provider. Faculty and staff should contact their primary care physician.



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**Compliance and reporting.** Those who come to MSU facilities must commit to the personal responsibility necessary for us to remain as safe as possible, including following the specific guidelines outlined in this syllabus and provided by MSU more broadly. There may be times when action will be necessary to reinforce expectations. **If you do not wear appropriate face coverings (see MSU's guidelines) or do not wear your face covering appropriately (i.e., over your mouth and nose), you will be asked to correct the situation or leave the facility.** In addition, MSU will utilize the processes already in place to respond to any issues of noncompliance with standards established for the health and safety of our community. For classroom disruptions or issues, the responses and processes that have been used previously remain the first line of action. If necessary, the student conduct system will be the avenue used to adjudicate student disciplinary situations.

### **Learning Continuity Statement:**

Students who become unable to attend class for an extended period of time for any reasons that include but are not limited to COVID-related issues should proactively communicate with the instructor about the prolonged absences. All assignment, homework, and groupwork are expected to be met under those circumstances. Appropriate assessment accommodations will be made.

### **Course Continuity Statement:**

If the instructor should be required to be absent for an extended period of time, the instructor will remain responsible for communicating with the students on all class components and making appropriate adjustments and modifications.

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### **Course Format**

#### Classes

MKT 393 will be a mixture of lecture and discussion. Readings will be assigned to be read **before class** (with a few exceptions; see course schedule below). Every student is expected to attend every session and to be prepared.

Discussion questions will be given *during* the lecture, and they will be covered in class. Each of the discussion questions covered in class are to be completed individually (even though you might discuss them in groups in class) and **submitted via D2L by 12:00 PM (noon) on Friday each week**. In other words, every Friday you will submit via D2L every discussion question discussed during the week's classes.

#### D2L Discussion Questions

During each class, students will be given time to work on the discussion questions covering the topic in the lecture. The professor will discuss with every group and with the class the students answers that are discussed during the sessions. The questions for the discussion session will be provided during class (also included in the ppt posted on D2L).



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**Each student must submit their own answers on D2L by 12:00 PM (noon) each Friday, including all the discussion questions covered that week.** The expectation is that students complete this work during class time, but the assignment will be due at noon of each Friday to offer more flexibility for students.

**If the assignment is submitted past this time but before noon of the following day (Saturday), it will receive 50% of the credit, past this time will be marked incomplete and receive a grade of 0.** Each question should be responded with at **least 1-2 detailed and thoughtful paragraphs.**

Grading: Students will receive 100% of credit if they provide thoughtful answers. 60% of credit will be given if the answer doesn't respond the question properly. Students will receive 0% of credit if they don't answer the question.

### Reflective Journal

Journal entries are required after each class session on campus (prior to the next class session), and each day while in Spain. Each entry should be dated and can cover topics such as:

- Cultural observations and differences
- Personal reactions and feelings
- Challenges faced and how they were overcome
- New skills or knowledge gained
- Interactions with locals and other students
- Academic experiences and insights
- Reflections on language learning, if applicable

I will also provide journal topics at the end of each class session or at the end of the required program events each day in case it helps with your reflection process and critical analysis.

Each journal entry will approximately be 1, double-spaced typed page (or handwritten equivalent). Note you are not required to bring a computer to Spain. In fact, you are encouraged to leave it at home and immerse in the experience.



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### Final Paper

As part of the study abroad program "Business and Culture in Spain," a final paper and presentation will be required of all students. This will be each individual's opportunity to research in-depth a particular industry or topic area of interest related to the themes of the program. The project will be divided into three components: a proposal, a presentation, and the final paper. The breakdown of these components and detailed instructions are provided below.

#### *Proposal (Due February 13) - 20% of Grade*

The proposal is the first step in your research project. It should be a ½ page document that outlines your intended research topic. Your proposal should include the following:

1. Topic Description:
  - Clearly state the industry or topic area you plan to reflect upon.
  - Explain why you chose this topic and how it relates to your personal interests and career goals.
2. Relevance:
  - Discuss how this topic fits into the themes of the study abroad program (business and culture in Spain).
3. Plan for Reflection:
  - Outline the resources you plan to use, such as personal experiences, company visits, cultural activities, and academic resources.
  - Mention any specific companies or cultural experiences in Madrid or Seville that you plan to include in your reflection.

#### *Presentation (March 27 or April 3) - 30% of Grade*

The presentation will allow you to share your findings with your peers and faculty. You will have 15 minutes to present your research, followed by a brief Q&A session. Your presentation should cover the following points:

1. Introduction:
  - Briefly introduce your topic and its relevance to your interests and career goals.
2. Reflections:
  - Share your personal reflections on the topic, including key insights and learning experiences.
  - Discuss how your experiences in Madrid and Seville influenced your understanding of the topic.
3. Cultural and Business Insights:
  - Reflect on the cultural factors that impact business practices in Spain and that relate to your topic.
  - Analyze how your experiences have shaped your perspective on international business.
4. Conclusion:
  - Summarize your reflections and present any conclusions or recommendations.





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- Reflect on how this experience has enhanced your understanding of international business and your career aspirations.
5. Visual Aids:
- Use PowerPoint or another visual aid to support your presentation.
  - Ensure your slides are clear, concise, and visually engaging.

### *Final Paper (Due at Time of Presentation) - 50% of Grade*

The final paper should be a comprehensive document that details your work. It should be 8-10 pages long, double-spaced, and include the following sections:

1. Introduction:
  - Introduce your topic and explain its significance to your interests and career goals.
  - Provide an overview of what you will discuss in your reflection.
2. Personal Experiences:
  - Describe your personal experiences in Madrid and Seville related to the topic.
  - Include specific examples from company visits, cultural activities, and interactions with locals.
3. Key Reflections:
  - Reflect on the key insights and learning experiences you gained.
  - Discuss how these experiences have influenced your understanding of the topic and your perspective on international business.
4. Cultural and Business Insights:
  - Analyze the cultural factors that impact business practices in Spain.
  - Reflect on how your experiences have provided a deeper understanding of Spanish culture and its influence on business.
5. Conclusion:
  - Summarize your reflections and discuss the overall impact of the program on your personal and professional development.
  - Suggest how you might apply what you have learned in your future career.
6. References:
  - Include a bibliography of any sources you cited in your paper, formatted according to APA style.

### Additional Notes

- **Deadlines:** Ensure all components are submitted by the deadlines specified.
- **Plagiarism:** Adhere to academic integrity policies; all work should be original and properly cited.

**Support:** Utilize the resources provided during the program, including faculty guidance, library access, and company visits, to enhance your reflection.

### *Presentation Grade:*



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Didactic materials & audience interaction, professionalism: \_/20  
Cohesiveness (smooth transitions to topics, including person to person if applicable): \_/20  
Quality/depth of info, citing sources: \_/20  
Incorporation of concepts learned in class/in Spain to project: \_/20  
Ability to respond to questions: \_/20  
Total: \_\_\_\_\_/100

### *Paper Grade:*

Overall structure, cohesiveness: \_/10  
Quality/depth of info: \_/60  
Correct incorporation of concepts learned in class/in Spain: \_/20  
Citations of sources: \_/10  
Total: \_\_\_\_\_/100

### Participation

This includes but is not limited to: arriving on-time, asking questions of presenters & instructor (both on-campus and at site visits and guest lectures), taking written notes (on paper), participating fully in each activity, contributing to group discussions, completing requested forms & assignments as they are due, acting as a leader at appropriate times and dutifully accepting leadership roles when requested to do so, and generally **behaving in a professional manner**. A note on use of cell phones/cameras/tablets & other technology devices: Phone conversations and reading/composing texts are prohibited during program activities, unless otherwise approved. Students will be given ample time to take photographs as well as communicate with family/friends outside of formal sessions.

### Grading

Participation	25%
Discussion Questions (D2L)	25%
Reflective Journal	25%
Final Paper	25%
<b>Total</b>	<b>100%</b>

<b><u>Grading Scale</u></b>	
<u>90.0-100.0%</u>	<u>4.0</u>
<u>85.0-89.9%</u>	<u>3.5</u>
<u>80.0-84.9%</u>	<u>3.0</u>
<u>75.0-79.9%</u>	<u>2.5</u>
<u>70.0-74.9%</u>	<u>2.0</u>
<u>65.0-69.9%</u>	<u>1.5</u>
<u>60.0-64.9%</u>	<u>1.0</u>
<u>&lt;60.0%</u>	<u>0.0</u>





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## Course Policies

Please keep an eye on the Academic Calendar for other important dates and/or administrative deadlines. You can find it here: <https://reg.msu.edu/ROInfo/Calendar/Academic.aspx>

### Attendance Policy

Students are expected to attend each class and ALL the activities.

### Late Work Policy

There is no late work policy.

### Grades of Incomplete

Incomplete grades will be assigned a grade of 0.

### Grade Dissemination:

Students will learn of their grades from assignments and assessments either through in-class turn back or D2L. If you have any questions about your grades, please see me during office hours.

### Course Recordings, Intellectual Property, and Social Media Use

Recording, screenshotting, or redistributing lectures or content from this course it **not** permitted.

**Doing so may result in disciplinary action.**

### Changes to the Syllabus

I reserve the right to change the contents of this syllabus due to unforeseen circumstances. You will be given notice of relevant changes in class, through a D2L Announcement, in class, or through MSU e- mail.

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## Student Expectations

The All-University Policy on Integrity Of Scholarship and Grades: All participants in this class are held to the standard set by MSU's Policy on Integrity of Scholarship and Grades. The policy can be read in full at the [MSU Ombudsperson's website](http://splife.studentlife.msu.edu/regulations/selected/integrity-of-scholarship-and-grades) (<http://splife.studentlife.msu.edu/regulations/selected/integrity-of-scholarship-and-grades>)

### Eli Broad College of Business Honor Code

In addition to MSU policies, all students are expected to comply with the Broad College Undergraduate Honor Code: <https://broad.msu.edu/undergraduate/policies/honor-code>

*The Broad School program is committed to developing global leaders by embracing the values of integrity, teamwork, continuous improvement, and community service. As members of the Broad community, we share the responsibility to sustain an environment that supports these values at all times. This Honor Code embodies the standards of professional conduct adopted by the Broad School student body. Each student is responsible for reading and understanding the*



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*Honor Code prior to the first day of classes. All students have the responsibility to adhere to the standards articulated in the Honor Code.*

### Disability Access

Students must inform the instructor of any accommodations needed. Information related to disability access is available on the Students: to make an appointment with a specialist, call: (517) 353-9642 Or TTY: (517) 355-1293 or visit the [RCPD website](http://www.rcpd.msu.edu): <http://www.rcpd.msu.edu>.

### Americans with Disabilities Act Accommodations:

Michigan State University is committed to providing equal opportunity for participation in all programs, services and activities. Requests for accommodations by persons with disabilities may be made by contacting the Resource Center for Persons with Disabilities at 517-884-RCPD or on the web at [rcpd.msu.edu](http://rcpd.msu.edu). Once your eligibility for an accommodation has been determined, you will be issued a verified individual services accommodation (“VISA”) form. Please present this form to me at the start of the term and/or two weeks prior to the accommodation date (test, project, etc.). Requests received after this date will be honored whenever possible.

### Limits to Faculty/Student Confidentiality; Mandatory Reporting:

MSU’s Policy on Relationship Violence and Sexual Misconduct is available on the [RVSM website](https://www.hr.msu.edu/policies-procedures/university-wide/RVSM_policy.html) ([https://www.hr.msu.edu/policies-procedures/university-wide/RVSM\\_policy.html](https://www.hr.msu.edu/policies-procedures/university-wide/RVSM_policy.html))

### Religious Observances:

Students are expected to notify their instructor in advance if they intend to miss class to observe a holy day of their religious faith. For a current schedule of major religious holidays, see the [office of inclusion and intercultural initiatives](http://www.inclusion.msu.edu/) (<http://www.inclusion.msu.edu/>).

### Social Media:

As members of a learning community, students are expected to respect the intellectual property of course instructors. Please do not post class materials, recordings, or other course content on social media. Please refrain from using social media during class time.

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### Course Schedule

\*The course schedule may have changes based on the development of the course and unforeseen changes to company visits and activities.

Check on D2L and with me regularly for any announcement.

Date	Topic	Preparation	Turn in/assignment
Thursday, Jan 30	Session Part 1: Introduction to International Business  Session Part 2: Introduction to Culture	Readings: “The Spanish private sector in a geopolitical Europe - Elcano Royal Institute”  “Auto industry in Spain: <a href="https://www.investinspain.org/en/industries/automotive-mobility">https://www.investinspain.org/en/industries/automotive-mobility</a> ”  “Business culture in Spain/ a guide to doing business   Expatica”	Discussion Questions on D2L (turn-in)  Reflective journal
Thursday, Feb 6	Session Part 1: Spanish Economy and Business Environment  Session Part 2: Personal Culture	Readings: “Economic forecast for Spain - European Commission”  “15 Spanish startups to watch from outside Barcelona and Madrid   Sifted”  “The current state and outlook for tourism in Spain/ Strength and resilience”	Discussion Questions on D2L (turn-in)  Reflective journal
Thursday, Feb 13	Session Part 1: Cultural Insights and Business Practices in Spain  Session Part 2: Spanish Culture	Readings: “Post-Pandemic Travel/ Spain, The Second Most-Visited Country On Earth”  “Spanish startups reached €100 billion in aggregate value last year   TechCrunch”	Discussion Questions on D2L (turn-in)  Reflective journal



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		“Logistics in Spain/ All you need to know now for your business”	
Thursday, Feb 20	<p>Session Part 1: Spanish Businesses Best Practices</p> <p>Session Part 2: Intercultural Communication</p>	<p>Readings: “A drought in Spain has cut production of olive oil and prices are rising / NPR”</p> <p>“Spain's Deoleo says olive oil sector faces one of its toughest moments”</p> <p>“10 Cultural Differences between the USA and Spain”</p>	<p>Discussion Questions on D2L (turn-in)</p> <p>Reflective journal</p>
Friday, Feb 28	Departure for Spain (DTW)		Reflective journal
Saturday, March 1	<p>Arrive to Madrid (Barajas Airport)</p> <p>Hotel Check-in (<a href="http://www.emperadorhotel.com">www.emperadorhotel.com</a>)</p> <p>Afternoon. Madrid tour through the eyes of a local (<a href="https://www.spain.info/en/destination/madrid/">https://www.spain.info/en/destination/madrid/</a>)</p> <p>Evening. Welcome dinner with traditional flavors</p>	Madrid history	Reflective journal
Sunday, March 2	<p>Morning. Guided tour of Toledo - exploring the medieval heritage of Spain (<a href="https://www.spain.info/en/route/toledo/">https://www.spain.info/en/route/toledo/</a>)</p> <p>Afternoon. Visit to an olive oil farm and presentation (<a href="https://proyectolosaiares.com/en/">https://proyectolosaiares.com/en/</a>)</p>	<p>Toledo history</p> <p>Olive oil readings</p> <p>Biographies of speakers &amp; organizations</p>	Reflective journal
Monday, March 3	<p>Morning. US Commercial Service (US Embassy) (<a href="https://es.usembassy.gov/business/">https://es.usembassy.gov/business/</a>)</p>	Biographies of speakers & organizations	Reflective journal



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	<p>Afternoon. Visit to Campofrío Food Group. Sustainable Food Innovations. (<a href="https://vivacampofrio.com">https://vivacampofrio.com</a>)</p>		
Tuesday, March 4	<p>Morning. Visit to Grupo Mahou – San Miguel (most famous family owned brewery in Spain) (<a href="https://www.mahou-sanmiguel.com">https://www.mahou-sanmiguel.com</a>)</p> <p>Afternoon. Visit to the Real Madrid Santiago Bernabéu Stadium (20<sup>th</sup> Century Best Club in the World). (<a href="https://www.realmadrid.com/en-US/bernabeu-stadium">https://www.realmadrid.com/en-US/bernabeu-stadium</a>)</p>	Biographies of speakers & organizations	Reflective journal
Wednesday, March 5	<p>Morning. Transfer to Seville. Bullet train. (<a href="https://www.spain.info/en/destination/seville/">https://www.spain.info/en/destination/seville/</a>)</p> <p>Hotel Check-in (<a href="http://www.nh-hotels.com">www.nh-hotels.com</a>)</p> <p>Afternoon. Visit to the Real Alcázar of Seville &amp; Santa Cruz District (<a href="https://www.alcazarsevilla.org">https://www.alcazarsevilla.org</a>)</p> <p>Evening. Flamenco Show at Casa de La Memoria (<a href="https://casadelamemoria.es/en/">https://casadelamemoria.es/en/</a>)</p>	<p>Seville history</p> <p>Biographies of speakers &amp; organizations</p>	Reflective journal
Thursday, March 6	<p>Morning. Visit to University of Seville. Meeting with US students. (<a href="https://www.us.es">https://www.us.es</a>)</p> <p>Late morning. Visit to the Old Tobacco Factory (seat of the University of Seville). (<a href="https://www.andalucia.org/en/sevilla-cultural-tourism-antigua-real-fabrica-de-tabacos-universidad-de-sevilla">https://www.andalucia.org/en/sevilla-cultural-tourism-antigua-real-fabrica-de-tabacos-universidad-de-sevilla</a>)</p> <p>Afternoon. Visit to La Fábrica de Sevilla. Computer science start-up. (<a href="https://lafabricadesevilla.com/en/">https://lafabricadesevilla.com/en/</a>)</p>	<p>University of Sevilla history.</p> <p>Biographies of speakers &amp; organizations</p>	Reflective journal



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Friday, March 7	<p>Morning. Panel Discussion at eCitySevilla. Sustainable mobility. (<a href="https://ecitysevilla.com/en/">https://ecitysevilla.com/en/</a>)</p> <p>Afternoon. Hotel check-out Transfer to Madrid. Bullet train.</p> <p>Evening. Farewell dinner in the heart of Madrid.</p>	Biographies of speakers & organizations	Reflective journal
Saturday, March 8	Return to East Lansing (via DTW)	Work on final projects	Reflective journal
<b>One</b> of the following days from 6:30pm to 8pm: - March 10 - March 12 - March 18 - March 19	<p>Unpacking Session for All Spring Break Programs.</p> <p>This session will help you reflect on your Program with students from other programs</p> <p><i>Location TBD</i></p>	Work on final projects	N/A
Thursday, March 27	Research presentations Session 1	Individual research presentations	Delivery of all research presentations
Thursday, April 3	<p>Research presentations Session 1</p> <p>Farewell.</p>	Individual research presentations	Delivery of all reflective journals



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### PROFESSOR'S BIOGRAPHY

#### **Prof. Jorge Pena Marin**

*Assistant Professor of Marketing*

Ph.D., in Marketing (Consumer Behavior), University of Texas at San Antonio

Ex. Ed., Strategic Marketing Management, Columbia Business School

M.A., Marketing and Sales Management, IE Business School

B.A., Business Administration, University San Pablo C.E.U. (Spain)

A native from Spain, Jorge Pena Marin is Assistant Professor in the Marketing Department at MSU. He teaches Consumer Behavior (undergrad course) and Judgment and Decision-Making (PhD seminar). He is also the Director of the Study Abroad Program Business and Culture in Spain. Prior to joining MSU, Jorge has taught Marketing Management at IESE Business School, Brand Management, and Influence Strategies at the University of Cincinnati, and Principles of Marketing and Integrated Marketing Communications at the University of Texas at San Antonio.

Before joining academia, Prof. Pena Marin worked for more than ten years in marketing management and business consultancy positions at companies such as TBWA, Mercedes-Benz, and Accenture.

Jorge also loves to play tennis. He played ITF (ATP) tournaments before going to college, and now he still is an avid tennis player always eager to meet new hitting partners.