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International Marketing Cultures - China Shanghai and Beijing, China • May 3-15 2014 • Information Sheet



IMC 381/481 International Marketing Cultures Course— China 2014

- IMC-381/481 is a faculty-led international study program co-sponsored with the Office of International Programs, built around a two-week international study trip. (Course is open to qualified Graduate and Undergraduate students.) This is a Spring 14 course offered as a general elective.
- Approximately 12 students and two faculty members will travel to China, May 3-15 on a two-week, fully escorted exchange program co-hosted by Roosevelt University and CEA Study Abroad at East China Normal University in Shanghai.
- The trip IS the course for this class. All students must make the two-week trip in May and submit the final written paper on return from China. There are no on-campus meetings of this course, all lectures are delivered on site in China.
- Students will be in direct contact with indigenous educators through lecture and discussion, learning about Chinese culture and consumers and how Chinese brands are marketed. All sessions will be conducted in English. All excursions will be escorted.
- Program includes on-site visits to marketing facilities, advertising agencies, retail establishments, and other sites are planned to allow observation of and interaction with Chinese consumers and specialists on the processes of brand development and marketing in this culture.
- The cost of the trip is estimated at \$5,200. This cost is inclusive of round-trip airfare; overnight accommodations including breakfast each day; all ground transportation to/from airports and train stations, and to/from all cultural destinations; escorted excursions and admission to cultural attractions in Shanghai and Beijing and surrounding areas; and special dinners with host faculty.

Marian Azzaro is an associate professor of Integrated Marketing Communications with a specialty in brand marketing and new media developments. Prior to joining the Roosevelt faculty, Azzaro worked in marketing and advertising for some of the world's largest brands. Azzaro holds an MBA degree from the University of Chicago with a concentration in International Business. She has previously led international excursions to Ireland and Spain and she travelled last summer with CEA visiting the facilities in Shanghai.

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