

Department of Communication College of Arts & Sciences 430 S. Michigan Ave. Chicago, IL 60605 USA +1 (312) 341-3500 www.roosevelt.edu













International Marketing Communications Study Experience Paris and Dijon, France • March 7-17 2014 • Information Sheet

About the International IMC Study Experience — France 2014 (IMC 491)

- IMC-491 is a faculty-led international study program co-sponsored with the Office of International Programs, including a short-term international study trip, which is an integral part of course requirements. (Advanced undergraduates in the IMC program will enroll in IMC 395).
- This year, approximately 12 students (primarily graduate) and two faculty members will travel to France, March 7-17 on a ten-day exchange program on Marketing Communication hosted by Groupe ESC Dijon Bourgogne (the Burgundy School of Business) in Dijon and Paris.
- Direct contact with indigenous educators through lecture and discussion, will offer students insight on French culture, the pedagogy that informs practitioners operating within the cultural context, and the specifics on selected brands. All sessions will be conducted in English.
- On-site visits to marketing facilities, vineyards and wineries, advertising agencies, retail establishments, and other sites are planned to allow tours of production and discussions with specialists on the processes of brand development and marketing.

About the Roosevelt IMC Program

The Integrated Marketing Communications (IMC) program prepares students for careers in media, marketing, advertising, direct marketing, consumer research, sales promotion, and public relations, leading to an MS-IMC degree. Undergraduates receive a BS-IMC degree. Currently, 150 graduate students are enrolled in classes in the IMC program, making it one of the largest programs in the U.S. Experienced faculty members help mold the program and keep course work topical and current with the industry. Hands-on assignments in the classroom are modeled after actual industry work.

About Roosevelt University

Roosevelt University is an independent, non-profit, metropolitan university with two distinct campuses located in downtown Chicago and suburban Schaumburg, Illinois. With a rich history and progressive curricula featuring 126 degree programs, Roosevelt is committed to the highest standards of academic excellence. Award-winning faculty and dedicated staff take pride in pushing Roosevelt's remarkable and diverse students to the limits of achievement, inspiring the transformation of lives and communities through the principles of social justice.

About the Instructors

Lawrence Fisher, Ph.D. is an associate professor of Integrated Marketing Communications with a specialty in consumer insights. Prior to joining the Roosevelt faculty, Fisher worked for three European-based global research firms and has business experience throughout Western Europe. His doctoral degree is from Northwestern University in Cultural Anthropology. He has completed postdoctoral training in linguistics (University of Chicago) and marketing (Wharton School, University of Pennsylvania). He and Prof. Brazeal previously co-led an IMC Study Experience to France in 2011. lefisher@roosevelt.edu; +1 312 281-3228

Mickey Brazeal is an associate professor of Integrated Marketing Communications. He teaches Multi-Cultural Marketing. Brazeal has worked for 28 years as an advertising agency creative and as an executive creative director in Chicago. He has also worked in television and print advertising, Internet marketing, direct marketing, and sales promotion. Before joining the Roosevelt faculty, he taught at Northwestern University and the Stuart Graduate School, Illinois Institute of Technology.

mbrazeal@roosevelt.edu +1 312 281-3222