International Marketing Communications Study Experience  
Paris and Dijon, France  
March 4-14 2016

About the International IMC Study Experience — France 2016

- This 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. Graduate students will sign up for IMC 491; advanced undergraduates in the IMC program will enroll in IMC 391.

- This spring, approximately 12 students and two faculty members will travel to France, March 4-14 on a ten-day exchange program on Marketing Communication hosted by Groupe ESC Dijon Bourgogne (the Burgundy School of Business) in Dijon and Paris. Four mandatory meetings on Friday afternoons in Chicago are scheduled.

- Direct contact with indigenous educators through lecture and discussion will offer students insight into 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.

- The cost of the trip will be approximately $3,820, exclusive of tuition. This cost includes round-trip airfare, overnight accommodations including breakfast each day, all ground transportation in France to/from airports and train stations, and to/from all cultural destinations; escorted excursions and admission to cultural attractions in Dijon and Paris, and special dinners with host faculty. Students will pay for their own transportation to/from O’Hare airport in Chicago as well as lunches and dinners as needed in France and, of course, any shopping or sightseeing they wish to do on their own.

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 previously co-led successful IMC Study Experience courses to France in 2011 and 2014. lefisher@roosevelt.edu; +1 312 281-3228

Mary Ellen Schiller, Ed.D. is an associate professor of Media Studies, and frequently teaches both the IMC Multi-cultural Marketing and the Cross-cultural Communication courses. She has worked in marketing and publishing, and has been teaching on the undergraduate and graduate levels for more than twenty-five years. In 2010, as the recipient of a Fulbright award, she taught in the Department of Trans-Atlantic and Media Studies at the University of Lodz (Poland). She holds both U.S. and E.U. citizenship. Previously, she co-led IMC Study Experience to Ireland (2010) and Spain (2013). mschiller@roosevelt.edu; +1 847 619-8591.