Seminar in Brand Tracking Across Cultures:  
Ethnography of Global Branding London & Prague  
ADPR 4953  
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Course Objectives  
To expose students to hands-on branding experiences in the global marketplace, with a focus on a comparative study of two European Union (EU) countries and the U.S.  
- Expose students to international brand strategies through visits with brand managers across specific product categories  
- Expose students to local and global ad agencies, including both business to business (B2B) and business to consumer (B2C) agencies  

To introduce students to global culture expanding their cultural sensitivity and knowledge.  
- Expose students to social and cultural venues through cultural immersion

Course Description  
This 3 or 6 credit cultural and industry immersion course is designed to bring advertising and culture to life within the context of the global marketplace. It can also be taken for six credits or graduate credits (see below). Students will spend 3 weeks (10 days each) in both London, the thriving global hub of the European Union (EU), and Prague, the swiftly emerging center of the Central European (CE) marketplace. Students will visit local and multi-national advertising agencies and media companies, and experience local cultural. They will employ technology to digitally tell brand stories as they experience brand immersion in London and Prague. These stories will be shared with the professional community through a blog and later transformed into a digital brand story by students taking the class for six credits.  

Students will experience hands-on exposure to global advertising by visiting B2C and B2B advertising agencies and media companies. Students will also have on-site client visits for two product categories:  
- Auto: US/Ford, Czech/Skoda, UK/to be arranged  
- In Prague, working with Leagas Delaney, visiting the Skoda factory and meeting the brand manager.  
- In London: to be determined, but the auto categories will be maintained.  
- Beer: US/Miller, Czech/Pilsner Urquell, UK/to be arranged  
- In Prague, working with Ogilvy, visiting the Pilsner brewery and meeting the brand manager.  
- In London: to be determined, but the beer category will be maintained.  
The first day in each city will involve university lectures, with student forums providing an opportunity to mix with local students. Additionally in London, students will receive ethnographic training by Flamingo International, a British-based qualitative research firm.  

Working in teams, students will conduct ethnographic brand tracking, visiting local neighborhood markets, pubs, shopping malls and trendy retail hubs, as well as museums, musical venues, and other cultural attractions. Each team will be supplied with a digital storytelling backpack containing: voice, video and still digital equipment, as well as a laptop. Students are also encouraged bringing their own digital equipment.  

Prerequisites:  
- Undergrads must have junior standing.  
- All students applying must submit and/or complete the following: 1) two letters of recommendation, 2) a personal essay that addresses a) why think this class would be of benefit and b) what they view is appropriate behavior in professional environments and while studying aboard, and 3) attend a personal interview.  
- Have completed their foreign language requirement or have completed their diverse cultures course requirement.
Additional three credits:
• Those wishing to take the class for an addition three credits will be expected to: 1) ethnographically track a U.S. brand upon their return, 2) in teams, create a 5-minute digital brand story, 3) present the digital brand story to the Milwaukee marketing and advertising community, and 4) participate in a day-long educational workshop for high school students. (details in assignments)

Graduate credit:
• Graduate students will be expected to: 1) complete a written IMC reflection paper, and 2) maintain a professional social media presence during their 3-weeks in Europe. (details in assignments)

Travel & Accommodations
• Students are expected to arrange their own arrival and departure. However, the university does work with a travel agent who will be available to help. All travel and accommodations between arrival and departure dates will be arranged by OIE.

Faculty Support
• Dr Jean Grow is lead professor. She is an associate professor in the Department of Advertising and Public Relations. She has industry experience and continues to do brand consulting.
• A yet to be determined advertising professor from the UK, will accompany the class in Britain.
• Jan Tluchor, Ph.D., from University of West Bohemia, will accompany the class in CZ. Dr. Tluchor speaks fluent English, and is a Czech marketing professor.
• Carole Burns, IT specialist and director of the Wakerly Technology and Training Center, will be available to work with students over a two-week period to help facilitate creation of digital brand stories. She will also be available via email and Skype to answer questions while students are aboard.

Course Content
Readings:
• Chapters from *Ethnography for Marketers*
• Additional readings as assigned by international lecturers

Orientation sessions:
1) Travel orientation, during spring semester, provided by the OIE
2) Course introduction, during spring semester, by Dr. Grow including:
   • Explanation of logistics, readings, assignments and team creation
   • Introduction to brand tracking
   • Brief lecture on B2B agencies in the global marketplace by Jeff Wedeward of Batter Ruder (a BBN partner agency)
3) Course technology training, during spring semester, Carole Burns & Dr. Grow:
   • Introduction of equipment (voice, video & still)
   • Introduction of applications (Word Press & Blogger with Lynda.com available to all students)
   • Assign appropriate Lynda.com tutorial
   • Simple training assignment given (due one week before 4th orientation session)
4) Course send off, evening of exam week:
   • Technology review using training assignments
   • Discussion of *Global Marketing* (Research book discussed first day in London)
   • Showing of *Cesky Sen/Czech Dream* (film on Czech consumer culture)

Lectures:
• In each city by local faculty on: 1) economic trends in the EU, 2) branding, marketing or media trends in specific country, and 3) social and cultural trends in specific country: London, to be determined and Prague, the University of Economics.

Site Visits:
• Visits to social and cultural venues in both cities
• Visits to advertising agencies, media companies and clients in both cities
Assignments:

- **Branding Blog/Branded Postcards from London & Prague (team or individual product assignment?):**
  Working as teams and using ethnographic tools students will capture brand imagery daily and post it to their team’s blogs, along with commentary. These blogs will function as storyboards and set the stage for Digital Brand Stories to be produced by students taking the class for six credits.

- **Daily Journaling:**
  A journal with daily entries, plus a two-page individual reflection paper, due Monday June 21.

Graduate credit requirements:

- **IMC Reflection Paper:**
  A five-page paper focusing on integrated marketing in the global marketplace. This will be student-directed based on their personal learning objectives and must be pre-approved by Dr. Grow. Due Monday June 21. Students are encouraged to utilize visual imagery from their trip.

- **Social Media:**
  Students must post messages daily based on their branding experiences in London and Prague and framed by their self-directed learning objectives. The application they use, and its interface should be designed to maximize their professional objectives. A summary document of all posts along with a one-page reflection is due June 21.

Requirements for additional 3 credits:

- **Digital Brand Stories:**
  Working in groups (by product category/auto & beer), students will use blog storyboards as the templates to produce one 5-minute digital brand story (using Droga 5 case studies as inspiration). They will also be required to include a third cultural brand—an American brand. These Digital Brand Stories will be posted to college website and presented to industry professionals. This portion of the class will begin June 21. Students will be working with Dr. Grow and Carole Burns in the Wakerly Technology and Training Center. (see end of syllabus for schedule)

- **Educational Workshop:**
  In a workshop with underprivileged high school students, under the guidance of Dr. Grow, students will demonstrate the fundamentals of ethnography and present their digital brand stories. The goal of this workshop is to demonstrate how students could use ethnography and technology to create personal and/or community digital stories.

Course Policies

Prerequisites:

Completion of junior year or graduate standing is required. Open to students from all colleges, as well as other universities for transfer credit. Highly recommended for advertising, marketing, professional studies and MBA students.

Consent:

The instructor’s consent is required to register for this course.

Attendance:

Attendance is a requirement at all orientation meeting, pre-arranged site visits, and cultural venues. For students from other universities video conferencing will be facilitated.

Participation:

This course requires your participation in all discussions and team initiatives. Learning is an active process and helps each of us to better understand the global marketplace.

Readings:

You are expected to read the assigned books prior to departure and follow-up with any readings assigned by UK or CZ lecturers.

Student Professionalism:

I expect professionalism. You will be American cultural ambassadors. Please conduct yourselves as professionals. Inappropriate and unprofessional behavior will not be tolerated. **I reserve the right to send any students home, who engages in inappropriate and/or unprofessional behavior.** To expand on this, please note, drinking is legal in both the UK and CZ. However, **over consumption of alcohol will not be tolerated.** Should this happen your overall grade will be reduced by a full letter grade. If it occurs a second time, you will be sent home, at your own expense.
Professor Professionalism:
I strive to bring to each educational experience the same professionalism I bring to my clients. I believe that the most valuable experience emerges from an open, reciprocal and respectful relationship.

Students with Special Needs:
Please inform me during one of the orientation meeting if you have any conditions that may limit or affect your ability to participate in this course so that we can make necessary arrangements. You may also contact the Office of Student Educational Services (OSES), located in AMU 317 (288-3270) for additional information (see also: http://www.marquette.edu/oses/).

Academic Dishonesty University Policy:
In accordance with the high standards of excellence set forth by, and for, all members of the Marquette University community, the College of Communication finds it imperative that each student understand that the responsibilities associated with high standards of excellence include ensuring that all class work undertaken in this College is performed in an environment that promotes serious scholarship and moral rectitude. Therefore, the College herein delineates a zero-tolerance policy for acts of academic dishonesty. All acts of suspected academic dishonesty will be thoroughly investigated in a manner that is fair, timely, and efficient and done so in a manner that protects the rights of both the faculty member and the student. Any individual that is found to have committed an act of academic dishonesty may receive a penalty, up to and including expulsion from Marquette University

Disclaimer:
I reserve the right to change any part of this syllabus, without prior notice, if in my judgment it enhances the course.

Grading
Overall:
I am a tough but fair grader. You will be graded by the same standards to which my clients hold me accountable—professionalism. You will earn your grades. I do not give them.

Final Grade Breakdown:
- Branding Blog: 40%
- Team Peer Evaluation (from blog): 30%
- Journal: 30%

Graduate Students (required in addition to assignments above):
- IMC Reflection
- Social Media

Additional three credits:
- Digital Brand Story: 35%
- Team Peer evaluation: 20%
- Presentation: 20%
- Workshop: 25%

Grade Definitions:
A: An “A” student is an outstanding student. They never misses a chance to participate, are an exceptional team member, complete tasks on time and act in a highly professional manner. This student demonstrates a concrete understanding of course material in all of their work. A student who wishes to earn an “A” demonstrates skills beyond the “norm” through curiosity, dedication, organization, creativity and insights.
B: A “B” student is clearly an above-average student. They participate, are professional, work well with their team and demonstrate a clear understanding of course materials, but they lack a spark of enthusiasm. A “B” student earns their grade by limiting intellectual inquiry to the materials required and rarely seeks more insight or information from their fellow students or the professors.
C: A “C” student may best be characterized as an average student. This student participates infrequently and is not a strong team player. A “C” student infrequently participates in class discussion. Finally, a student earning a “C” may, in fact, know the material but does not often apply that knowledge.
D: A “D” student is a below-average student. As graduate students “D” work is not acceptable.
Schedule

OIE Orientation: Mid-semester, spring term (most likely a Saturday)
Course Introduction: Mid-semester, spring term (one evening/3 hours)
Technology Training: Mid-semester, spring term (one evening/2 hours)
Course Send-Off: Finals week (one evening/3 hours)
Departure: Sunday May 16, 2009

London/UK:
In development stage
Day 1 Monday: Arrive and meet-up at hotel, with socializing in early evening
Day 2 Tuesday: University lectures & student forum
Evening/cultural: To be arranged (TBA)
Day 3 Wednesday: Morning: Ethnographic training with Flamingo International
Afternoon: Local consumer emersion, putting training to work
Evening/cultural: pub visit
Day 4 Thursday: Morning: B2C agency visit (TBA)
Afternoon: Media site visit/British version of AdAge (TBA)
Evening/cultural: (TBA)
Day 5 Friday: Morning & Afternoon: B2C agency & site visit: auto or beer (TBA)
Evening: pubs or other cultural venues—individual exploration
Day 6 Saturday: Cultural exploration day: (TBA)
Day 7 Sunday: Morning: Bullet Train to Manchester
(train & overnight accommodations TBA)
Afternoon & Evening: Cultural tour in Manchester area (TBA)
Day 8 Monday: Morning & Afternoon:
IAS b2b Marketing/British BBN, B2B agency immersion (Manchester)
Evening: Bullet train to London
Day 9 Tuesday: Morning & Afternoon: B2C agency & site visit: auto or beer (TBA)
Evening/cultural: (TBA)
Day 10 Wednesday: Morning: B2C agency visit (TBA)
Afternoon: B2C agency visit (TBA)
Evening/cultural: individual exploration

Travel Day: Thursday May 27

Prague/Czech Republic:
Day 1 Friday: University lectures & student forum
Evening/cultural: Old Town
Day 2 Saturday: Cultural exploration day:
Mucha Museum & Museum of Decorative Arts
Day 3 Sunday: Cultural exploration day:
Charles Bridge to Prague Castle & individual exploration
Day 4 Monday: Morning: Remmark/Czech agency
Afternoon: Economia (Czech version of AdAge)
Evening/cultural: Classic concert in Municipal House
Day 5 Tuesday: Morning & afternoon: Leagas Delaney/global agency & site visit to Skoda, case study
Evening/cultural: pub visit
Day 6 Wednesday: Marco/Czech BBN, B2B agency immersion (Brno or Prague)
Evening: return trip or individual exploration
Day 7 Thursday: Morning: Garp/Czech agency
Afternoon: Ogilvy/global agency visit & Pilsner case study
Evening/cultural: retail venues
Day 8 Friday: Morning: train to Plzen
Afternoon: Pilsner Brewery site visit (overnight in Plzen, TBA)
Evening/cultural: tour of Plzen & pubs
Day 9 Saturday:  Morning: return to Prague  
Afternoon: Museum of Cubism & individual exploration, Museum of Cubism suggested  
Evening: Old Town and/or pubs—on their own  
Day 10 Sunday:  Students depart Prague, June 6  

**Beginning of 2-week session for 3 additional credits:**  

June 21  
Tuesdays, Wednesdays and Thursdays 9-11 and 1-3.  
Technical assistance from Carole Burns, director of the Wakerly Technology and Training Center, will be available.  
Date for presentation to the industry to be determined.  

Date for Educational Workshop also to be determined, though it will most likely fall on a Saturday.