

Dr. Jean M. Grow
Associate Professor
J. William and Mary Diederich College Of Communication
Department of Advertising and Public Relations

Johnston Hall, 517 . P.O. Box 1881 . Milwaukee, WI 53201-1881 . 414-288-6357 . jean.grow@marquette.edu

Education

Ph.D., University of Wisconsin-Madison, 2001 — Mass Communication
Dissertation: Constructed Communities: The First Decade of Nike Women’s Advertising

M.A., University of Wisconsin-Stevens Point, 1996 — Communication
Thesis: Advertising in Ukraine: Cultural Perspectives

B.F.A., The School of the Art Institute of Chicago, 1982

Academic Experience

2000-Present, Associate Professor, Marquette University

1999-2000, Assistant Professor, University of Wisconsin-Stevens Point

1996-1999, Teaching Assistant, University of Wisconsin-Madison

1994-1996, Instructional Assistant, University of Wisconsin-Stevens Point

Research Specialties

Gender issues in advertising
Semiotic analysis of advertising
Direct-to-consumer advertising of pharmaceuticals

PUBLICATIONS

Book

Altstiel, Tom and Jean Grow (2010), *Advertising Creative: Strategy, Copy & Design*, Thousand Oaks, CA: Sage.

Altstiel, Tom and Jean Grow (2006), *Advertising Strategies: Creative Tactics from the Outside/In*, Thousand Oaks, CA: Sage. *CHOICE-Outstanding Academic Title Award*, 2006.

Refereed Publications

Grow, Jean M. (2009), “The Gender of Branding: Antenarrative Resistance in Early Nike Women’s Advertising,” *Women’s Studies in Communication*, 31/3, 310-343.

Grow, Jean M. and Stephanie Christopher (2008), “Breaking the Silence Surrounding Hepatitis C by Promoting Self-Efficacy: Hepatitis C Public Service Announcements,” *Qualitative Health Research*, 18/10, 1401-1412.

Broyles, Sheri J. and Jean M. Grow (2008), “Creative Women in Advertising Agencies: Why so Few ‘Babes in Boyland’,” *Journal of Consumer Marketing*, 15/1, 4-6.

Park, Jin Seong and Jean M. Grow (2007), "The Social Reality of Depression: DTC Advertising of Antidepressants and Perceptions of the Prevalence and Lifetime Risk of Depression," *Journal of Business Ethics*, 79/4, 379-393.

Grow, Jean M. (2006), "Stories of Community: The First Ten Years of Nike Women's Advertising," *American Journal of Semiotics*, 22/1-4, 165-194.

Grow, Jean M., Jin Seong Park and Xiaoqi Han (2006), "Your Life is Waiting: Symbolic Meanings in Direct-to-Consumer Antidepressant Advertising," *Journal of Communication Inquiry*, 30/2, 163-188.

Grow, Jean M. and Joyce M. Wolburg (2006), "Selling Truth: How Nike's Advertising to Women Claimed a Contested Reality," *Advertising & Society Review*, 7/2, online <<http://muse.jhu.edu/journals/asr/information/mission.html>>. Third most viewed article, 2007

Grow, Jean M. and Joyce M. Wolburg (2005), "Service Learning Across the Curriculum: A Collaboration to Promote Smoking Cessation," *Journal of Advertising Education*, 9/1, 5-18.

Grow-von Dorn, Jean M., and Irina Akimova (1998), "Advertising in Ukraine: Cultural Perspectives," *International Journal of Advertising*, 17/5, 189-211.

Refereed Publications/Under Review

Grow, Jean M. and Sheri J. Broyles, "Insights from Top Creative Women" Words to Shape Advertising Creative pedagogy," *Advertising & Society Review*.

Park, Jin Seong and Jean M. Grow, "Content Elements of DTC Antidepressant Advertising and Perceived Lifetime Risk of Clinical Depression: A Representativeness Heuristic Approach," *Journal of Business Research*.

Book Review

Grow, Jean M. (2008), *Sex in Consumer Culture: The Erotic Content of Media and Marketing*, by Tom Reichert & Jacqueline Lambiase, for *Journal of Advertising Education*.

Invited Publications

Grow, Jean M., (2008), "Nike Women's Advertising: A Matter of Principle," in *Advertising Principles and Practice*, Moriarty, Mitchell & Wells, Pearson/Prentice Hall, p. 398.

Grow, Jean M. (2002), "Hepatitis C: Wisconsin's Silent Epidemic," in *American Liver Foundation Newsletter*, Wisconsin Chapter, 4(2), p. 4.

Scholarly Awards

Grow, Jean M. (in press), "The Gender of Branding: Antenarrative Resistance in Early Nike Women's Advertising," *Women's Studies in Communication*, 31/3, 310-343. Feminist Scholarship Award, nominee, *Organization for Research on Women and Communication*.

Grow, Jean M. (2004), "Pinkifying the Brand: Early Nike Women's Advertising and the Evolution of Mediated Representations of Female Athletes," *Association for Education in Journalism and Mass Communication*, Toronto, Canada. Top Paper Award

Manuscripts in Process

Jean M. Grow and David Roca, “No Women in Creative: A Spanish and American Comparison.”

Broyles, Sheri J. and Jean M. Grow, “Empathy and Creativity: Do Women Have an Edge?”

Grow, Jean M. and Sheri J. Broyles, “Reversing Discrimination in Advertising Creative.”

PRESENTATIONS

Refereed Papers Presented at Academic Conferences

Grow, Jean M. and Sheri J. Broyles (2009), “Insights from Venus for Academic Creative Directors,” *Association for Education in Journalism and Mass Communication*, Boston, MA.

Grow, Jean M. (2007), “Thank You Don Imus: Nike Advertises Social Justice,” *Semiotic Society of America*, New Orleans, LA.

Grow, Jean M., and Stephanie Christopher (2007), “Averting a “Silent Epidemic:” An Analysis of Hepatitis C Public Service Announcements,” presented at the *American Marketing Association: Marketing and Public Policy*, Washington, DC, in the proceedings.

Grow, Jean M., Xiaoqi Han and Jin Seong Park (2006), “Peddling Drugs: Regulations, Codes of Conduct and the Pharmaceutical Industry,” the *American Marketing Association: Marketing and Public Policy*, Long Beach, CA and abstracted in the proceedings.

Grow, Jean M., Jin Seong Park and Xiaoqi Han (2006), “Peddling Antidepressants: Three Brands One Meaning a Semiotic Analysis of Direct-to-Consumer Advertising,” presented at the *American Academy of Advertising*, Reno, NV and abstracted in the proceedings.

Grow, Jean M. and Joyce M. Wolburg (2005), “Service Learning Across the Curriculum: A Collaboration to Promote Smoking Cessation,” *Association for Education in Journalism and Mass Communication*, San Antonio, TX.

Grow, Jean M. and Jin Seong Park (2005), “Your Life is Waiting: Symbolic Meanings in Direct-to-Consumer Antidepressants Advertising,” *International Communication Association*, New York, NY.

Grow, Jean M. (2005), “Advertising a Community of Athletes,” *International Communication Association*, New York, NY.

Grow, Jean M. (2005), “Stories of Community: The First Decade of Nike Women’s Advertising,” presented at the *American Academy of Advertising*, Houston, TX and abstracted in the proceedings.

Grow, Jean M. (2004), “Pinkifying the Brand: Early Nike Women’s Advertising and the Evolution of Mediated Representations of Female Athletes,” *Association for Education in Journalism and Mass Communication*, Toronto, Canada. Top Paper Award

Grow, Jean M. and Joyce M. Wolburg (2004), “Selling Truth: How Nike’s Advertising to Women Accomplished the Impossible,” Advertising Division, *Association for Education in Journalism and Mass Communication*, Toronto, Canada.

Grow, Jean M. (2004), "Nike and Its Public Relations Challenges," Public Relations Division, *Association for Education in Journalism and Mass Communication*, Toronto, Canada.

Park, Jin Seong and Jean M. Grow (2003), "The Story of Depression," Advertising Division, *Association for Education in Journalism and Mass Communication*, Kansas City, MO.

Grow, Jean M. (2002), "Subversive Tactics: The Creation of Early Nike Women's Advertising," Advertising Division, *Association for Education in Journalism and Mass Communication*, Miami, FL.

Grow, Jean M. (2000), "Advertising Justice: Crossing Cultural Boundaries with the Commodification of Social Justice," Mass Communication Division, *International Communication Association*, Acapulco, Mexico.

Grow, Jean M. (2000), "Power, Gendered Images and Social Justice," Mass Communication Division, *International Communication Association*, Miami Beach, FL.

Grow, Jean M. (1998), "Codes of Conduct: Masked Images, Silent Voices," Advertising Division, *Association for Education in Journalism and Mass Communication*, Baltimore, MD.

Grow, Jean M. (1997), "Advertising in Ukraine: Cultural Perspectives," Communication Division, *International Communication Association*, Montreal Canada.

Grow, Jean M. (1994), "Celebrities in Advertising, Altered Realities," *Wisconsin Communication Association*, Wisconsin Rapids, WI.

Grow, Jean M. (1993), "Soviet Propaganda Porcelain," *Wisconsin Communication Association*, Wisconsin Rapids, WI.

Professional Presentations

Grow, Jean M. and Sheri J. Broyles (2008), "Mars & Venus in the Advertising Universe: How Working Together Can Work," panel presentation with top advertising creative directors, *Association for Education in Journalism and Mass Communication*, Chicago, IL.

Grow, Jean M. (2008), "Service Learning in Advertising Curriculum" Pre-conference teaching workshop, *Association for Education in Journalism and Mass Communication*, Chicago, IL.

Grow, Jean M. & Sheri J. Broyles (2008), "Venus in the Advertising Universe: Reflections from Top Women in Agency Creative Departments," Diederich College of Communication Colloquium, *Marquette University*, Milwaukee, WI.

Grow, Jean M. (2006), "Stories of Community: The First Decade of Nike Women's Advertising," Research on Women's Issues, *Marquette University*, Milwaukee, WI.

Grow, Jean M. (2006), "Stories of Community: The First Decade of Nike Women's Advertising," Minorities and Women in Journalism and Advertising Symposium, *University of Wisconsin-Oshkosh*, Oshkosh, WI.

Grow, Jean M. (2005), "Stories of Community: The First Decade of Nike Women's Advertising," Diederich College of Communication Colloquium, *Marquette University*, Milwaukee, WI.

Grow, Jean M. and April Kusper (2004), "Ask and You Shall Receive: Using On-Campus Resources" Wisconsin Campus Tobacco Summit, the *American Lung Association*, Pewaukee, WI

Grow, Jean M. and Joyce M. Wolburg (2004), "Understanding Students' Responses to Anti-Smoking Messages: Using Classroom Creativity to Implement a Smoking Cessation Campaign at Marquette University," Diederich College of Communication Colloquium, *Marquette University*, Milwaukee, WI.

Grow, Jean M. (2004), "The 2004 Student Vote: Factor or Fizzle?" Women's Studies Program & The Department of Political Science, *Marquette University*, Milwaukee, WI.

Grow, Jean, M. (2003), "Coping with the Physical and Psychosocial Effects of Hepatitis C," Wisconsin Viral Hepatitis Conference, Division of Public Health-Wisconsin Department of Health and Family Services and Office of Continuing Medical Education-*University of Wisconsin Medical School*, Madison, WI.

Grow, Jean M. (2002), "The Construction of Community: The First Five Years of Nike Women's Advertising," *Women & Creativity Conference*, Marquette University, Milwaukee, WI.

GRANTS

Diederich Summer Scholar Award (\$7,000), Diederich College of Communication, Marquette University, 2009.

Summer Faculty Fellowship & Regular Research Grant (\$6,556), "Gender Asymmetry in Advertising Creative Departments: Why Mars and Venus are in a Different Universe," Marquette University, 2008.

Diederich Scholar Award (course release), Diederich College of Communication, Marquette University, 2008.

Diederich Scholar Award (course release), Diederich College of Communication, Marquette University, 2007.

Faculty Incentive Grant (\$500) "No Girls Allowed: A Gendered Paradigm in Advertising Creative Departments," Diederich College of Communication, Marquette University, 2007.

Diederich Scholar Award (course release), Diederich College of Communication, Marquette University, 2006.

Faculty Incentive Grant (\$500), "Go Suckle: Silencing Female Creative Voices in the Advertising Industry," Diederich College of Communication, Marquette University, 2005.

Helen Way-Klinger Fund (\$5,000), Summer Research Grant, Marquette University, 2005.

Faculty Development Grant (\$500), “Your Life is Waiting: Symbolic Meanings in Direct-to-Consumer Antidepressant Advertising,” Diederich College of Communication, Marquette University, 2005.

Faculty Incentive Grant (\$500), “Silent Epidemic No More: Public Service Announcements and Hepatitis C,” College of Communication, Marquette University, 2004.

Faculty Incentive Grant (\$500), “The Story of Depression: An Investigation into the Discourse of Depression as Constructed in Direct-To-Consumer Antidepressants Advertising,” College of Communication, Marquette University, 2003.

Faculty Incentive Grant (\$500), “Visions of Hope: Support Groups and Hepatitis C,” College of Communication, Marquette University, 2002.

Faculty Incentive Grant (\$500), “Normal is a Myth: DTC Advertising of Antidepressants,” College of Communication, Marquette University, 2001.

Faculty Incentive Grant (\$500), “Constructing Community: A Case Study of Nike Women’s Advertising,” College of Communication, Marquette University, 2000.

Walter J. & Clara Charlotte Damm Research Grant (\$1,550), “Unmasking a Critical Social Issue for the Next Century: Global Labor Issues,” University of Wisconsin-Madison, 1998.

TEACHING

Courses Taught

Advertising Principles, Marquette University

Advertising Copywriting, Marquette University

Service Learning Clients: *Badger Association for the Blind & Visually Impaired*, spring 2008; *Milwaukee County Park District*, spring 2007; *Core El Centro*, fall 2004; *Marquette Student Health Services*, fall 2003; *Milwaukee Art Museum*, fall 2002; *American Red Cross*, fall 2001

Advertising Campaigns, Marquette University

Integrated Marketing Communications, graduate course, Marquette University

Service Learning Clients: *Badger Association for the Blind & Visually Impaired*, fall 2007; *St. Catherine Residence*, fall 2006; *The Healing Collective*, spring, 2005; *American Red Cross*, spring 2004.

Advertising Copyrighting, University of Wisconsin-Steven Point

Advertising Campaigns, University of Wisconsin-Steven Point

Introduction to Public Relations, University of Wisconsin-Steven Point

Public Relations Case Studies, University of Wisconsin-Steven Point

Advertising Copy & Layout, University of Wisconsin-Madison

Introduction to Public Speaking, University of Wisconsin-Steven Point

Teaching Awards

Dean's Award for Teaching Excellence (2007), Diederich College of Communication, Marquette University.

Promising Professors Award (2002), third place, Association for Education in Journalism and Mass Communication.

Faculty Star Award (2002), National Residence Hall Award, Marquette University.

EXPERIENCE

Advertising Industry Experience

Grow Creative Resources, Strategic Advertising Consulting, 1993-present. Clients include: Flamingo International, London (semiotic brand category analysis) Coalesce Marketing & Design (brand launch), Kimberly-Clark (creative), Neuroscience Group of Northeast Wisconsin (IMC campaign) and Thrivent (creative).

Apple Photography Group, Director of Sales and Marketing, 1991-1993: project management, client development and marketing communications. Clients included: Kimberly-Clark, Sargento Foods and Thrivent.

Jean Grow Represents, Advertising Artist Representative, 1985-1990: marketing services for commercial illustrators, photographers and film companies. Direct clients included: Coca-Cola USA, Jim Beam Brands, Kellogg USA and Zenith; advertising agency clients included: BBDO, DDB Needham, Foote Cone & Belding, J. Walter Thompson and Leo Burnett.

Professional Associations

American Academy of Advertising

Association for Education in Journalism and Mass Communication

Semiotic Society of America

United Adworkers (local professional advertising association)

Selected Professional Development

Thriving in Times of Change: Nonprofit Marketing Conference (2009), *American Marketing Association*, Chicago, IL.

Mayborn Literary Nonfiction Writers Conference (2009), *University of North Texas*. Denton, TX.

Teaching Advertising Pre-Conference Workshop (2008), *Association for Education in Journalism and Mass Communication*, Chicago, IL.

One Club Education Advertising Creative Summit (2008), *One Club*, New York, NY.

Demystifying Online NPO Marketing (2008) teleconference at *Medical College of Wisconsin*.

Educators Summit (2008), *Business Marketing Association*, Milwaukee, WI.

Journalism Convergence Weekend Workshop (2006), *Marquette University*, Milwaukee, WI.

Creativity in Advertising Workshop (2006), *American Academy of Advertising*, Reno, NV.

Multiculturalism in the Marketplace: Targeting the Latina, African American Female and Gay Male Consumer (2006), *Advertising Education Foundation & Leo Burnett*, Chicago, IL.

Red Light Green Light: The FTC and Advertising Law (2005), *Federal Trade Commission & University of North Carolina*, Chapel Hill, NC.

How is Advertising Shaping the Images of Women? (2003), *Advertising Education Foundation & Northwestern University*, Chicago, IL.

Media Expert

Sound Medicine, National Public Radio, "Medicalizing Depression," July 2008.

Newsweek, "Reverse Marketology: Why Health and Beauty Companies are Telling Us We'd be Just Fine Without Buying a Things," March 24, 2008.

Joy Cardin Show, Wisconsin Public Radio, "Legislating DTC Advertising of Pharmaceuticals," August 21, 2007.

Commercial Appeal, Memphis, TN, "Baby Boomer Aren't Refusing to Get Old, They're Just Redefining Aging in America," June 15, 2006.

Herald Today, Sarasota, FL, "Redefining Society's Expectations," June 8, 2006.

Milwaukee Journal Sentinel, Milwaukee, WI, "Active Lives Defy Ageing," May 7, 2006.

TWJ4 News, Milwaukee, WI, "Changing Images of Women in Ads," April 6, 2006.

SERVICE

Service at Marquette

Panelist, "Where are the Professional Women," Department of Women's & Gender Studies, Marquette University, Milwaukee WI, April 17, 2009

Panelist, "Exploring and Enhancing Faculty and Employer Partnerships," Career Services, Marquette University, Milwaukee WI, January 22, 2009.

Member, Dean's Search Committee, Diederich College of Communication, 2008-09.

Chairperson: Resources and Development Committee, Diederich College of Communication, 2006-2008; Member 2004-2006.

Member, Subcommittee on Faculty Welfare, 2001-2003 & 2006-2007.

Founder & Facilitator, Marquette Community Al-Anon Group, 2003-2007.

Campus Coordinator, Advertising Education Foundation “Inside Advertising Speakers Program,” 2003-2006.

Advisor, Multicultural Association of Communication Students (MACS), 2000-2006.

Faculty Mentor, McNair Scholars Program, 2005.

Chairperson, College of Communication Logo Design Competition, 2001.

Professional Service Outside Marquette

Board Member, Industry Relations Committee, *American Academy of Advertising*, 2005-06.

Reviewer, *Social Science & Medicine*, 2008.

Reviewer, Advertising Division, *Association for Education in Journalism and Mass Communication*, 2007, 2006, 2004, 2003 & 2002.

Reviewer, *Journal of Communication Inquiry*, 2006 & 2005.

Reviewer, *American Academy of Advertising*, 2006 & 2005.

Reviewer, *Popular Communication*, 2005.

Reviewer, Mass Communication Division, *International Communication Association*, 2005 & 2000.

Reviewer, *Journal of Popular Culture*, 2004.

Community Service

Judge, “Brave Hearts” outstanding citizens awards, American Red Cross, 2009.

Member, Board of Directors, Great Lakes Hemophilia Foundation, 2007-present.

Member, Advisory Board, Eisner Museum of Advertising and Design, 2006.

Member, Advisory Board, Appleton West High School, Appleton, WI, 2003-2007.

Volunteer, Harmony Café, Goodwill Industries, Appleton, WI, 2004-2008.

Pre-School Teacher, Fox Valley Unitarian Universalist Fellowship, Appleton, WI, 2004-2007.