

Jean M. Grow, Ph.D.
Associate Professor of Advertising
Diederich College of Communication

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Advertising Creative Book: <http://teachingadcreative.com/>
Faculty Webpage: <http://diederich.marquette.edu/COC/Grow.aspx>
Global Brand Tracking Class: <http://globalbrandtracking.wordpress.com/>

Education

Ph.D., University of Wisconsin-Madison - Mass Communication
Dissertation: *Constructed Communities: The First Decade of Nike Women's Advertising*
M.A., University of Wisconsin-Stevens Point - Communication
Thesis: *Advertising in Ukraine: Cultural Perspectives*
B.F.A., The School of the Art Institute of Chicago – Fashion & Fibers
Thesis: *The Fashion of Woven Art*

Academic Experience

2000-Present, Associate Professor, Marquette University
2009-Present, Director, University Fine Arts Minor, 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

Professional Experience

Grow Cultural Geography

Contextualizing Cultural Insights, current consulting. Clients include: National Hemophilia Foundation (women's brand development), 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 Marketing, 1991-1993: marketing communications, client development, and project management. 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. Corporate clients included: Coca-Cola USA, Jim Beam Brands, Kellogg USA, and Zenith. Advertising agency clients included: BBDO, DDB, DraftFCB, J. Walter Thompson, and Leo Burnett.

Fashionable Fibers

Fashion Designer, 1982-1985: hand woven fabrics crafted into a line of clothing for professional women. Clients included: Bloomingdales, Macy's, and Saks Fifth Avenue.

Research Specialties

Ethnography and semiotics to contextualize cultural insights framed by cultural geography
Exploring the lack of women in advertising creative departments as a globe trend

SCHOLARSHIP

Books

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 (partial listing)

Grow, Jean M., David Roca and Sheri J. Broyles, "Vanishing Acts: Creative Women in Spain and the United States" *International Journal of Advertising* (revised and under final review)

Grow, Jean M. and Sheri J. Broyles (2011), "Unspoken Rule of the Creative Game: Insights to Shape the Next Generation from Top Advertising Creative Women," *Advertising & Society Review* 12/1, online, E-ISSN 1534-7311.

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.

Park, Jin Seong and Jean M. Grow, (2009) "Symptom Information in Direct-to-Consumer Antidepressant Advertising and College Students' Perception of the Lifetime Risk of Depression," *Journal of Medical Marketing*, 0/0, 1-11.

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, Third most viewed article in 2007, online <<http://muse.jhu.edu/journals/asr/information/mission.html>>.

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

Book Chapters

Roca, David, Daniel Tena and Jean M. Grow, (in press) "Advertising Education in Spain," *Advertising Education Worldwide*, J. Richards & B. Ross (eds.).

Refereed Publications/Under Review

Flewellen Kali J., Broyles, Sheri J., and Jean M. Grow (2011) "Women to watch speak out: Looking behind the curtain of mentoring, networking and gender."

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.

Scholarly Awards

Feminist Scholarship Award, nominee, "The Gender of Branding: Antenarrative Resistance in Early Nike Women's Advertising," Jean M. Grow, *Women's Studies in Communication*, 31/3, 310-343, by the *Organization for Research on Women and Communication*, 2009.

Top Paper Award, "Pinkifying the Brand: Early Nike Women's Advertising and the Evolution of Mediated Representations of Female Athletes," Jean M. Grow, *Association for Education in Journalism and Mass Communication*, Toronto, Canada, 2003.

Manuscripts in Process

Grow, Jean M., "Cultural Consumption: Branding Place in Global Culture"

Grow, Jean, M., David Roca, and Sheri J. Broyles "Women across the Global Creative Environment"

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

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

Presentations (partial listing)

Flewellen Kali J., Broyles, Sheri J., and Jean M. Grow (2011) "Women to watch speak out: Looking behind the curtain of mentoring, networking and gender." *Association for Education in Journalism and Mass* (submitted for presentation).

Broyles, Sheri J. and Jean M. Grow (2010). "Making the Connection: Creative Women Talk about Empathy, Creativity and Gender." *Association for Education in Journalism and Mass Communication*, Denver, Colorado.

Jean M. Grow, David Roca and Sheri J. Broyles (2010), "Where are the women? Creative voices from Spain and the United States." *American Academy of Advertising*, International Conference, Milan Italy.

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, 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.

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), "Stories of Community: The First Decade of Nike Women's Advertising," presented at the *American Academy of Advertising*, Houston, TX.

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*, Top Paper Award, 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.

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. (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.

Grants

Spain Government, Ministry of Science & Innovation, Research Grant: (18,000 Euros), "La discriminación de género en la evaluación del trabajo creativo de las mujeres en la publicidad: ¿El sexo es un factor clave para la elección de ideas y planes de estudio/Gender discrimination when evaluating the creative work of women in advertising: Is sex a key factor for choosing ideas and curricula?" with *Universidad Autónoma de Barcelona*, Barcelona Spain, 2010-2013.

Catalan Government, Teaching Grant: (5,000 Euros), "Pensar en Femenino/Think Like a Woman" This teaching grant focuses on working with female students to help them develop their portfolios to break through the gender bias in advertising creative departments, with *Universidad Autónoma de Barcelona*, Barcelona Spain, 2011.

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

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 Grant, Diederich College of Communication, Marquette University, 2006-08.

Faculty Incentive Grant, Diederich College of Communication, Marquette University, 2000-07.

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

Walter J. & Clara Charlotte Damm Research Grant (\$1,500), "Unmasking a Critical Social Issue for the Next Century: Global Labor Issues," University of Wisconsin-Madison, 1998.

TEACHING

Courses Taught

Marquette University

Undergraduate: Advertising Copywriting, Advertising Campaigns, Advertising Principles, Creative Strategy, Ethnography of Global Branding, Strategic Research for Advertising and Public Relations

Graduate: Integrated Marketing Communications

Developed as New Courses: Creative Strategy, Ethnography of Global Branding/London & Prague, Integrated Marketing Communications

University of Wisconsin-Stevens Point

Undergraduate: Advertising Campaigns, Advertising Copywriting, Introduction to Public Relations, Introduction to Public Speaking, Public Relations Case Studies

University of Wisconsin-Madison

Undergraduate: Advertising Copy & Layout

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.

DEVELOPMENT

Professional Development (partial listing)

Young SIETAR, International Intercultural Congress (Nov. 2010), Istanbul Turkey.

Los Estudios de Comunicación en el EEES, I Congreso Internacional (Oct. 2010) *Universitat Abat Oliba CEU*, Huesca, Spain.

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

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

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

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

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.

Professional Associations

American Academy of Advertising

Association for Education in Journalism and Mass Communication

Semiotic Society of America

United Adworkers (local professional advertising association)

SERVICE

Media Expert (partial listing)

Milwaukee Journal Sentinel, “WDJT hopes 'just 10 minutes' pitch will crank, up ratings,” 20 November 2009.

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,” 21 August 2007.

Service at Marquette (partial listing)

University Committee on International Education, 2010-present.

University Equity Subcommittee, Marquette University, 2010-present, 2006-07 and 2001-03.

Undergraduate Curriculum Committee, Diederich College, 2009-present.

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

Professional Service Outside Marquette (partial listing)

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

Reviewer, *American Academy of Advertising*: 2009 and 2006-06; *Association for Education in Journalism and Mass Communication*, 2002-09; *Journal of Communication Inquiry*, 2003-06; *Journal of Popular Culture*, 2004; *Popular Communication*, 2005; and *Social Science & Medicine*, 2008.

Community Service (partial listing)

Board of Directors, *Southeastern Youth and Family Services*: 2010-present; and *Great Lakes Hemophilia Foundation*: 2007-2011.

Judge, “Brave Hearts” Greater Milwaukee Citizens Awards, *American Red Cross*: 2008-present.

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