

Jean M. Grow, Ph.D.

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ethicalaction.wordpress.com Ethical Action Blog
growculturalgeography.wordpress.com Professional Blog
diederich.marquette.edu/COC/Grow.aspx Faculty Homepage

Education

Ph.D., University of Wisconsin-Madison - Mass Communication, Minor - Curriculum and Instruction
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 and Fibers
Thesis: *The Fashion of Woven Art*

Academic Experience

Marquette University
2009-present, Director, University Fine Arts Program
2000-present, Associate Professor
University of Wisconsin-Stevens Point
1999-2000, Assistant Professor
University of Wisconsin-Madison
1996-1999, Teaching Assistant

Professional Experience (partial list)

Marquette University Fine Arts Program
Program Director since 2009, leading a cross-institutional collaboration with Milwaukee School of Art and Design offering a Fine Arts minor to Marquette students. The program was reinvigorated through curricular redesign, expanded collaborative opportunities and marketing promotion leading to near quadruple enrollment.

Grow Cultural Geography

Current Consulting, contextualize cultural insights with clients such as: Nike (women's advertising retrospective), National Hemophilia Foundation (women's brand development), Flamingo International, London (semiotic brand category analysis) Coalesce Marketing and Design (brand launch), Kimberly-Clark (creative), Neuroscience Group of Northeast Wisconsin (strategic planning), and Thrivent (creative).

SCHOLARSHIP

Refereed Academic Publications

Mensa, Marta and Jean M. Grow, (under review), "Creative Women in Peru: Outliners in a Machismo World," *Communication & Society*.
Grow, Jean M. and Tao Deng, (in press), "Tokens in a Man's World: A Global Analysis of Women in Advertising Creative Departments," *Media Report to Women*.
Grow, Jean M. and Tao Deng (2014), "Sex Segregation in Advertising Creative Departments Across the Globe," *Advertising & Society Review*, 14/4, online.
Grow, Jean M., David Roca and Sheri J. Broyles (2012), "Vanishing Acts: Creative Women in Spain and the United States," *International Journal of Advertising*, 31/3.
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.
Grow, Jean M. (2009), "The Gender of Branding: Early Nike Women's Advertising a Feminist Antenarrative" *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.
- 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, Third most viewed article in 2007, online.
- 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.

Book Chapters

- Grow, Jean M., (under review), "Swedish Creative Women and the Case for Systemic Scarcity," *Feminists, Feminisms, and Advertising*, Kim Golombinsky and Peggy Kreshel (eds.).
- Grow, Jean M. (in process), "Advertising and the impact of advertising originating in the USA," *Global Advertising Practice in a Borderless World*, Robert Crawford and Linda Brennan(eds.), New York, Routledge.
- Grow, Jean M. (in process), "Playing with Boys: A Girl's Life in Advertising Creative," *Cases in Organizational and Managerial Communication: Stretching Boundaries*, Jeremy P. Fyke, Jeralyn Faris and Patricia M. Buzzanell (eds.), New York, Routledge.
- Roca, David, Daniel Tena and Jean M. Grow, (2014), "Advertising Education in Spain," *Advertising Education Around the World*, Jef. I. Richards and Billie Ross (eds.). 290-304, Pittsboro, American Academy of Advertising.

Book Reviews

- Grow, Jean M. (2013), "Mad Women: The Other Side of Life on Madison Avenue in the '60s and Beyond," by Jane Maas, for the *International Journal of Advertising*.
- Grow, Jean M. (2008), "Sex in Consumer Culture: The Erotic Content of Media and Marketing," by Tom Reichert and Jacqueline Lambiase, for the *Journal of Advertising Education*.

Invited Publications and Published Proceedings (available upon request)

Scholarly Awards

- Feminist Scholarship Award Nominee: 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, *Organization for Research on Women and Communication*.
- Top Paper Award: 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.

Peer Reviewed Presentations (partial list)

- Grow, Jean M. and Sheri J. Broyles (2015), "Preparing Women and Minorities for Success and Leadership in Creative," *Association for Education in Journalism and Mass Communication*, Chicago.
- Mensa, Marta and Jean M. Grow, (2015) "Machismo Men and Pinkified Women: Creative Women in Peruvian Advertising," *American Academy of Advertising*, International Conference, Auckland New Zealand.

- Grow, Jean M. (2014), "Creative Women in Sweden Advertising and the Case of Systemic Scarcity," *Association for Education in Journalism and Mass Communication*, Montreal Canada.
- Grow, Jean M. and Tao Deng (2014), "Tokens in a Man's World: A Global Analysis of Women in Advertising Creative Departments," Top Paper, Professional Freedom and Responsibility, Advertising Division, *Association for Education in Journalism and Mass Communication*, Montreal Canada.
- Grow, Jean M. and Alan Madry (2013), "Contemplative Practices: Creating Opportunities for Deeper Reflection," *Association for Contemplative Mind in Higher Education*, Amherst.
- Grow, Jean M., David Roca and Sheri J. Broyles (2012), "Creative Women at the Margins: A Cross-Cultural Perspective," *International Conference on Research in Advertising*, Stockholm Sweden.
- Flewellen Kali J., Sheri J. Broyles 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 Communication*, St. Louis.
- Grow, Jean M., 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.
- 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.
- Grow, Jean M. and Sheri J. Broyles (2009), "Insights from Venus for Academic Creative Directors," *Association for Education in Journalism and Mass Communication*, Boston.
- Grow, Jean M. (2007), "Thank You Don Imus: Nike Advertises Social Justice," *Semiotic Society of America*, New Orleans.
- Grow, Jean M., and Stephanie Christopher (2007), "Averting a "Silent Epidemic:" An Analysis of Hepatitis C Public Service Announcements," *American Marketing Association: Marketing and Public Policy*, Washington, DC.
- Grow, Jean M., Xiaoqi Han and Jin Seong Park (2006), "Peddling Drugs: Regulations, Codes of Conduct and the Pharmaceutical Industry," *American Marketing Association: Marketing and Public Policy*, Long Beach.
- Grow, Jean M., Jin Seong Park and Xiaoqi Han (2006), "Peddling Antidepressants: Three Brands One Meaning a Semiotic Analysis of Direct-to-Consumer Advertising," *American Academy of Advertising*, Reno.
- 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.
- 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.
- Grow, Jean M. (2005), "Advertising a Community of Athletes," *International Communication Association*, New York.
- Grow, Jean M. (2005), "Stories of Community: The First Decade of Nike Women's Advertising," *American Academy of Advertising*, Houston.

Invited Presentations (partial list)

- Grow, Jean M. (June 26, 2013), "Creative Path to Success." iGirl *Girl Scout* Keynote address, Milwaukee.
- Grow, Jean M. (Sept. 27, 2012), "'Creative Women. Global Perspectives.'" *3% Conference*, advertising industry conference, San Francisco.
- Grow, Jean M. (June 2011), "Self Branding in an Intercultural World," *YoungSIETAR*, 12th annual conference, Ljubljana, Slovenia.

International Collaborations

- United Kingdom, Collaborator: Liz McFall (Head of Sociology, Open University), "The Affordable Care Act, Pharma and Health Insurance: An American and British Rhetorical Comparison."
- Thailand and China, Collaborators: Gee Ekachai (Marquette University) and Tao Deng (University of Michigan), "Cracks in the Glass Ceiling: Creative Women in Asia."
- Peru, Collaborator: Marta Mensa (Piura University), "Creative (Wo)men in South America."

Grants (partial list)

- Fellow in Residence (2015), "Breaking In: Junior Women in Advertising Creative," The International Women's Study Center, Sante Fe.
- Summer Faculty Fellowship and Regular Research Grant (2013), "The Under-Representation of Women in Global Advertising Creative Departments," Marquette University.

Catalan Government, Teaching Grant (2011), €5,000: “Pensar en Femenino/Think Like a Woman,” Teaching grant to work with female creative students, collaboration *Universidad Autónoma de Barcelona*, Barcelona Spain.
Spanish Government, Ministry of Science and Innovation, (2010-2013), €18,000: “La discriminación de género en la evaluación del trabajo creativo de las mujeres en la publicidad/Gender discrimination and creative work in advertising, collaboration *Universidad Autónoma de Barcelona*, Barcelona Spain.
Summer Faculty Fellowship and Regular Research Grant (2008), “Gender Asymmetry in Advertising Creative Departments: Why Mars and Venus are in a Different Universe,” Marquette University.

TEACHING

Textbook

Altstiel, Tom and Jean Grow (in press), *Advertising Creative: Strategy, Copy & Design*, 4 ed., Thousand Oaks, Sage.
Altstiel, Tom and Jean Grow (2013), *Advertising Creative: Strategy, Copy & Design*, 3 ed.
Altstiel, Tom and Jean Grow (2012), *Advertising Creative: Strategy, Copy & Design*, 2 ed. Chinese translation
Altstiel, Tom and Jean Grow (2010), *Advertising Creative: Strategy, Copy & Design*, 2 ed.
Altstiel, Tom and Jean Grow (2006), *Advertising Strategies: Creative Tactics from the Outside/In*, 1 ed.

International Fellowship

Visiting Professor (spring 2013), *University of Modena at Reggio Emilia*, Reggio Emilia Italy.

International Teaching

Visiting Faculty Fellow (summer 2011), *Universidad Autónoma de Barcelona*, Barcelona Spain.
Guest Lecturer (summer 2011), *University of Michigan*, Rome Italy.

Study Abroad Program Leader

Global Brand Tracking: London and Prague (summer 2014), globalbrandtracking2014.wordpress.com
Global Brand Tracking: London and Barcelona (summer 2012), globalbrandtracking2012.wordpress.com
Global Brand Tracking: London and Prague (summer 2010), globalbrandtracking.wordpress.com

United States

Marquette University, Associate Professor

Advertising Campaigns
Advertising Copywriting
Advertising Principles
Advertising and Public Relations Research and Planning
Creative Strategy (new course)
Gender in Advertising From the Inside-Out (new course)
International Advertising and Public Relations (new course)
International and Multicultural Advertising and Public Relations
Integrated Marketing Communications/graduate course (new course)
Mass Communication Ethics
Service Learning Clients: *Froedtert & The Medical College of Wisconsin*, S 2014; *National Hemophilia Foundation*, F 2011; *Pathfinders/Southeastern* S 2008 & S 2009; *Milwaukee County Park District*, S 2007; *St. Catherine Residence*, F 2006; *The Healing Collective*, S 2005; *Core El Centro*, F 2004; *Marquette Student Health Services*, F 2003; *Milwaukee Art Museum*, F 2002; *American Red Cross*, F 2001, S 2004, S 2006 & S 2012.

University of Wisconsin-Stevens Point, Assistant Professor

Advertising Campaigns
Advertising Copywriting
Introduction to Public Relations
Introduction to Public Speaking
Public Relations Case Studies

University of Wisconsin-Madison, Teaching Assistant
Advertising Copy and Layout

Awards

Golden Rose (2013), Marquette University.
Dean's Award for Teaching Excellence (2007), College of Communication, Marquette University.
Promising Professors Award Nominee (2002), *Association for Education in Journalism and Mass Communication*.

DEVELOPMENT

Marquette University

Certificate in Contemplative Pedagogy (2014).
Diversity Advocates Training (2014).
Marquette Colleagues Program (2014).
Heartland-Delta Faculty Conversations: Urban Commitments (2011).
Seminar on Catholic Identity (2010).

External (partial list)

International Symposium on Digital Ethics (Nov. 2014), *Loyola University*, Chicago.
Healthcare Marketing Certificate (Jan. 2014), *Society for Healthcare Strategy and Market Development*, Washington D.C.
Teaching Advertising Pre-Conference Workshop: Ethics (2013), *Association for Education in Journalism and Mass Communication*, Washington DC.
youngSIETAR, International Intercultural Congress (Oct. 2011), Ljubljana Slovenia.
youngSIETAR, 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 Conference (2009), *American Marketing Association*, Chicago.

SERVICE

Media Expert (partial list)

Israeli Business Daily (May 7, 2014), "Women in the Workplace."
Advertising Age (Sept. 23, 2012), "The Most Influential Women in Advertising: 1995, Nike, 'If you let Me Play'."
Fortune (August 15, 2012), "Sex, Muscles, Basketball: How Do You Sell and Athletic Woman?"
Newsweek (March 24, 2008), "Reverse Marketology: Why Health and Beauty Companies are Telling Us We'd be Just Fine Without Buying a Things."
Joy Cardin Show (August 21, 2007), Wisconsin Public Radio, "Legislating DTC Advertising of Pharmaceuticals."

Service at Marquette (partial list)

Chair, University Committee on Diversity and Equity, 2009-present, 2006-07 & 2001-03.
Advisory Board, International Education, 2010-present.
Undergraduate Curriculum Committee, 2010-present.
First Year Reading, 2013 & 2014.

Academic Service Outside Marquette and Community Service (available upon request)