International Advertising

JMC 4303/5303, and MKTG 4303:

The Gaylord College has offered a course in international advertising in ten out of the past eleven years. We will likely offer the class again this year.

Overview: This class is intended to give advertising, public relations, design and marketing students a view of how professional communication works internationally.

Location: Part of the study will be at the University of Oklahoma. The remainder will take place in either Asia or Europe:

Asia: Singapore, Kuala Lumpur, Bangkok, Macau, Hong Kong—we will choose 3
Europe: Budapest, Frankfurt, and London.

The choice is by popular demand

Professional: We will visit advertising agencies, public relations firms and potentially some marketing firms. There will be time for students to visit some sites of their choice.

Instructor: Jim Avery. I have been to all of these locations many times.

Credit: The course will be three credit hours. It is offered as JMC 4303, MKTG 4303, and JMC 5303.

Cost: My best guess at this early date is the cost will be about $2250, not including food or tuition/fees.

Timing: First deposit ($200) due in September 2013

Calendar: International travel will likely be January 1–12, 2014.

Information: September 17, 2013, Tuesday, Room 2025, Gaylord Hall 7:30 am.

Interest: Please email Jim Avery ... javery@ou.edu

This is a tremendous opportunity to learn about your discipline internationally while also studying the culture and best practices in either Europe or Asia.

Jim Avery
May 21, 2013