

**ADV399/590: Advertising Across Borders--Consumerism in The Dominican Republic**

Fall 2015 (2<sup>nd</sup> 8-weeks)/January 2016 Winter Intersession

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In this course, we will explore the distinctive cultural factors that impact global advertising and public relations in the Dominican Republic. We will engage theories of consumerism and globalism to determine how specific brand products for toothpaste, cereal, cosmetics, autos, cell phones and other goods and services are advertised and sold in the DR, compared to the way those same items are merchandised, represented and promoted in the US.

From the tourist-crowded beaches of Punta Cana... to the 500-year old streets of Santo Domingo...to the sprawling open air markets of Santiago...we will examine how America's so-called "good life" (e.g., Pizza Hut, Nike, Bud Light, hip-hop, Apple, McDonald's, Dell, etc.) is advertised, consumed and re-contextualized. We will analyze and interrogate issues such as social, racial and economic class disparities and the status of owning and aspiring to acquire iconic brands and products associated with the U.S.



Caribbean Market



Dominican Pesos

Looking beyond the BRIC countries – Brazil, Russia, India, and China – the seminar will undertake a micro analysis of consumerism in emerging markets in the Caribbean and North America. The DR provides a tremendous learning environment. It ranks 64<sup>th</sup> in the world in household consumption, with families spending \$22 billion annually on goods and services such as food, cars, computers, and personal care products (NationMasterdata, current as of May 15, 2014:

<http://www.nationmaster.com/country-info/stats/Economy/Household-final/Consumption-expenditure/Current-US%24>) It ranks ahead of 117 other countries, including Bahrain, Bolivia, Bulgaria, Costa Rica, Honduras, Jamaica, Jordan, Luxembourg, Puerto Rico and Uruguay.

We will travel to three major cities in the DR and meet with professionals in advertising, public relations, media services and marketing. You will add value to your Illinois education through visits to cultural museums, street markets, lectures with Dominican university professors, beachside art exhibitions, and tours of historic sites of the Colonial Zone in Santo Domingo, which was founded in 1496.



And whether you speak some or no Spanish, before long you will find yourself greeting shopkeepers, local residents, and your Illini colleagues with expressions such as “buenos dias,” “como esta usted,” “hola,” and maybe even “hasta la vista, baby.”

Points of interest:

- In 2013, there were 10,279 core millionaires in Dominican Republic, with a combined wealth of US\$25 billion.
- The number of core High Net Worth Individuals (HNWIs) increased by 23.5%, from 9,112 in 2009 to 10,279 in 2013.
- The number of core HNWIs in Dominican Republic is expected to grow by 27.3% over to reach 13,952 by 2018.

Course Objectives/Learning Outcomes: Students will learn how to –

- Describe the factors that influence the need for advertising in persuading consumption in an emerging economy in a less advanced nation-state;
- Research and assess strategies advertisers use to represent affluence among poverty in a significantly poor nation-state;
- Analyze ethical issues of corporate social responsibility that advertisers and government agencies must address in emerging market such as the DR;
- Explain how to determine whether an ad is deceptive or offensive in the DR;
- Describe advertising trends in the DR for products and services;
- Compare and contrast various types of advertising media in the DR;
- Identify and evaluate sources of economic data for emerging countries;
- Define and apply knowledge of key concepts such as branding, positioning, global marketing and targeting through the examination of advertising messages and interaction with industry experts doing business in the DR

TEACHING PROCEDURE; ASSIGNMENTS; ASSESSMENT METHODS – Lectures, case studies, readings, Internet research, essays, quizzes, presentations, discussion participation

Grading:

Assignment 1	= 5%
Assignment 2	= 15
Assignment 3	= 15
Assignment 4	= 15
Assignment 5	= 10
Assignment 6	= 10
Assignment 7	= 5
Assignment 8	= 20
“Participation/Engagement”	= 5 (includes “Pre-Test” and “Post-Test” Completion)



## **Dominican Republic [source-US Department of State (CIA World Factbook):**

<http://www.state.gov/p/wha/ci/dr/>

### **Background:**

The Taino - indigenous inhabitants of Hispaniola prior to the arrival of the Europeans - divided the island into five chiefdoms and territories. Christopher COLUMBUS explored and claimed the island on his first voyage in 1492; it became a springboard for Spanish conquest of the Caribbean and the American mainland. In 1697, Spain recognized French dominion over the western third of the island, which in 1804 became Haiti. The remainder of the island, by then known as Santo Domingo, sought to gain its own independence in 1821 but was conquered and ruled by the Haitians for 22 years; it finally attained independence as the Dominican Republic in 1844. In 1861, the Dominicans voluntarily returned to the Spanish Empire, but two years later they launched a war that restored independence in 1865. A legacy of unsettled, mostly non-representative rule followed, capped by the dictatorship of Rafael Leonidas TRUJILLO from 1930 to 1961. Juan BOSCH was elected president in 1962 but was deposed in a military coup in 1963. In 1965, the United States led an intervention in the midst of a civil war sparked by an uprising to restore BOSCH. In 1966, Joaquin BALAGUER defeated BOSCH in an election to become president. BALAGUER maintained a tight grip on power for most of the next 30 years when international reaction to flawed elections forced him to curtail his term in 1996. Since then, regular competitive elections have been held in which opposition candidates have won the presidency. Former President Leonel FERNANDEZ Reyna (first term 1996-2000) won election to a new term in 2004 following a constitutional amendment allowing presidents to serve more than one term, and was later reelected to a second consecutive term. In 2012, Danilo MEDINA Sanchez was elected president.

### **Ethnic groups:**

mixed 73%, white 16%, black 11%

### **Languages:**

Spanish (official)

### **Religions:**

Roman Catholic 95%, other 5%

### **Population:**

10,349,741 (July 2014 est.)      **country comparison to the world: 87**

### **Age structure:**

**0-14 years:** 28% (male 1,474,170/female 1,423,573)

**15-24 years:** 18.5% (male 974,688/female 937,103)

**25-54 years:** 39.3% (male 2,078,915/female 1,984,585)

**55-64 years:** 7.2% (male 376,175/female 371,152)

**65 years and over:** 6.9% (male 336,712/female 392,668) (2014 est.)

### **Economy - overview:**

The Dominican Republic has long been viewed primarily as an exporter of sugar, coffee, and tobacco, but in recent years the service sector has overtaken agriculture as the economy's largest employer, due to growth in telecommunications, tourism, and free trade zones. The economy is highly dependent upon the US, the destination for approximately half of exports. Remittances from the US amount to about 5% of GDP, equivalent to about a third of exports and two-thirds of tourism receipts. The country



suffers from marked income inequality; the poorest half of the population receives less than one-fifth of GDP, while the richest 10% enjoys nearly 40% of GDP. High unemployment and underemployment remains an important long-term challenge. The Central America-Dominican Republic Free Trade Agreement (CAFTA-DR) came into force in March 2007, boosting investment and exports and reducing losses to the Asian garment industry. The Dominican Republic's economy rebounded from the global recession in 2010-13, and the fiscal situation is improving. A tax reform package passed in November 2012 and a reduction in government spending helped narrow the central government deficit from 6.6% of GDP in 2012 to below 3% in 2013. A successful government bond placement in 2013 helped finance the deficit.

### **Disputes - international:**

Haitian migrants cross the porous border into the DR to find work; migrants from the DR cross the Mona Passage each year to Puerto Rico to find better work

### **Illicit drugs:**

transshipment point for South American drugs destined for the US and Europe; has become a transshipment point for ecstasy from the Netherlands and Belgium destined for US and Canada; substantial money laundering activity in particular by Colombian narcotics traffickers; significant amphetamine consumption (2008)

ADV 399/590      Learning Modules      Note: All sessions will be held in Greg Hall # 123

	TOPIC	SUBJECTS	ISSUES/APPLICATION
10/19 Module 1	Introduction/Overview; Pretest; DR life/culture	Contemporary Issues In DR Consumerism	Language/Culture/Style; "Mall-ing in the DR"
10/26 Module 2	Globalization; Beyond BRIC nation-states	Emerging Markets; Subsistence Markets	Internet/democratization of access to "brands"
11/2 Module 3	DR and Haiti; Dominican History	"Sugar Cane" "In the Time of Butterflies"	Economic/stratification & power; global gaffes
11/9 Module 4	Globalization in DR; to McD, Pizza Hut or not	"Bailando" "Wild on the DR!"	Remittances; equity; yolas; gender; eco. status
11/16 Module 5	Team Research Lab		
11/30 Module 6	Advertising Industry: Campaigns/Agencies; Selling consumerism in a land of "poverty?" Outdoor "Ads" or "Visual Pollution?"; Critical perspectives about cultural spaces	Ethical Issues in persuading people to consume/dispose; La vida Buena? Repositioning the DR's "good life" – beyond rice, beans, siestas... Seascapes and palms to malls and mobiles; glocals	Global ad agencies in the DR – understanding why they come; Promoting aspirations for things European and American; Media representations, "misrepresentations" & exaggerations of the DR Promoting, selling, buying: calles y playas "The Natalee Holloway Story," "Touristas"
12/7 Module 7	Cultural Awareness Assessment; Pre-flight/pre-landing review	Dominicans at home and in U.S.; uniquely DR geographies here	Yolas; remittances; baseball; interrogating the DR's "two faces"
12/29/15	Depart: O'Hare	Arrive: Punta Cana	
12/30/15 - 1/11/16	CDN, agencies, fotos, playas, Megacentro; team presentations	El Conuco, mercados, Plaza Central, museos	Mercado Modelo; Centro Leon, tv/radio; Estadio Cibao
01/12/16	Depart: Punta Cana	Arrive: O'Hare	



Assignment 1--Due 10/26/15 by 9:00 pm **Internet Consumer Information and the DR**

**Objective:** Research and assess advertising and persuasive communication strategies that hotels and other providers use to represent themselves online as great vacation destinations/experiences

Pretend to be an individual, couple, family or group that has decided to use the Internet to plan a vacation to the Dominican Republic. For purposes of this assignment, you should consider visiting either a tourist area such as Punta Cana, Cabarete, or Puerto Plata, or one of the two major cities (Santo Domingo or Santiago). Try to think and act as a typical consumer would when he or she is looking for a hotel and exploring things to do while at a vacation destination.

Report your results in a 500-word analytical discussion that may cover aspects of the following questions:

1. Which destination did you select? What information did you find on the Internet that influenced your decision?
2. Describe what you observed at the website(s), including aspects such as whether it was interactive, open access or login, use of color, layout, ease to navigate the pages, links and whether the links could be opened, and so forth. Be sure to comment on pop-ups and other paid advertising.
3. How did you go about determining whether the information you obtained on the Internet was truthful, factual, reasonable, etc.? What considerations went into your decision-making? Did you pay attention to or take into account comments from bloggers and others who claim to have visited or resided at the destinations you selected?
4. What attributes did you consider important for your vacation destination? How did the Internet sites help you to assess the factors related to these attributes?
5. To what extent in making your decision were you encouraged or influenced to seek a more "Americanized" vacation (e.g., full service hotel, multilingual front desk staff, 5-star food venues, etc.) compared to eating at restaurants where "locals" go and residing at a less affluent small, family-run hotel? You will see different levels of options to choose from online.

Assignments 2, 3 & 4 – Due 11/2/15 & 11/16/15 & 12/7/15 **Journal/Article Critiques**

Read and critique three journal articles among those assigned which include the following – "Children Left Behind: The Effect of Major League Baseball on Education in the Dominican Republic;" "Why Has the Grass Been Greener on One Side of Hispaniola? A Comparative Growth Analysis of the Dominican Republic and Haiti;" "Organic Agro-Export Boom in The Dominican Republic;" "Character or Caricature;" "The Rich, the Powerful and the Endangered;" and/or an analytical discussion of either Interbrand's "Best Retail Brands" Or "Global Brands."

In a 500 word micropaper examine the key themes and messages presented and assess their implications within the context of the shrinking globe, given that new transportation and communication technologies are obliterating historical constructs of the nation-state as being the center of how people organize themselves, including what they buy and sell. You also may relate the material to content that you have read in other classes and observations you have made from tv, music, movies, and other media, concerning consumerism and consumer culture.



Assignment 5 – Due 11/09/15

### **Dominican Newspaper Ads Online**

Find the Web sites for 3 to 5 Dominican newspapers and in a 500-600 word analytical micropaper discuss the ways advertising messages are targeted to consumers. If the site is composed in Spanish, determine whether it offers a feature that allows the visitor to read the content in English or some other language(s). If not, examine closely the visual elements and other non-lingual aspects of the site to assess its apparent mission, goal and objectives with respect to advertising messages. Newspapers24.com can take you to:

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#### **National Newspapers**

[La Informacion](#) (Spanish)  
[Diario Libre](#) (Spanish)  
[El Caribe](#) (Spanish)  
[El Nacional](#) (Spanish)  
[El Nuevo Diario](#) (Spanish)  
[Hoy](#) (Spanish)  
[Listin Diario](#) (Spanish)

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#### **Puerto Plata Newspapers**

[El Faro](#) (Spanish)

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#### **San Francisco de Macoris Newspapers**

[El Jaya](#) (Spanish)

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#### **Santiago Newspapers**

[El Observador Cibaeno](#) (Spanish)  
[La Informacion](#) (Spanish)

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#### **Santo Domingo Newspapers**

[Diario Libre](#) (Spanish)  
[El Caribe](#) (Spanish)  
[El Nacional](#) (Spanish)  
[El Nuevo Diario](#) (Spanish)  
[Hoy](#) (Spanish)

Assignment 6 – Due 11/30/15

### **Global Perspectives about U.S. Advertising**

Interview 3 to 5 international students on our campus to obtain their views about advertising in the U.S. compared to how advertising is practiced in their home country. You may inquire about what's similar or different, amount of advertising, where ads appear, use of sexuality in ads, and so forth. Your paper could include surprises or "shocking" items the international student found in the U.S. Or, students might share observations about use of visual elements, etc. As part of the interview, you could select examples of print ads and show them and ask for comments and reactions. Report your findings in a 500 word micropaper. In addition to interviewing students, you might look at websites containing ads for products and services in their countries and include some of these observations in the paper. Be sure to cite and identify the sources you use. [Note: if you have access to other "internationals" who do not happen to be students, you may include them in lieu of students. They should not be permanent U.S. residents.]

Assignment 7 -- Due 12/14/15

### **Ethical Issues Facing the Advertizing Industry in the DR**

Read chapters 4 and 5 of "Ethics in Advertising and Marketing in the Dominican Republic" (by Dr. Salvador Raymundo Victor) and write a 700-word micropaper in which you (1) identify key points of interest such as rules about marketing to children and (2) provide a critical analysis and reaction to what you have read and learned about the advertising industry in the DR.



Assignment 8 – Due 1/11/16 **Field Research Practicum**

Produce a 30 minute presentation concerning “Visual Pollution,” Outdoor Advertising, Global Branding or another topic approved by the instructor that you and your team researched in the DR. You will use digital media to capture visible images that consumer see. You will work on this project as a member of a team while in the DR. For submission purposes, you will record/capture the presentation as a PowerPoint or other suitable document. It should represent a substantive and significant outline that could be used as the basis for a research paper.



DR Representation  
Race in Textbooks.pdf



DR Organic Export  
Boom.pdf



DR MLB Baseball and  
Education.pdf



DR Grass Greener  
than Haiti Side.pdf



DR Elites and  
Conservation.pdf



DR Divided  
Neighbors On Hispani



Economic Develop Strategies in the DR

“Ethics in Advertising and Marketing in the Dominican Republic” – read chapters 4 and 5  
[https://ideals.illinois.edu/bitstream/handle/2142/42418/Salvador\\_Victor.pdf?sequence=1](https://ideals.illinois.edu/bitstream/handle/2142/42418/Salvador_Victor.pdf?sequence=1)

Best Retail Brands:

<http://interbrand.com/assets/uploads/Interbrand-Best-Retail-Brands-2014-3.pdf>

Best Global Brands:

<http://interbrand.com/assets/uploads/Interbrand-Best-Global-Brands-2013.pdf>



# **ADV 399/590 – Itinerary\* -- 12/29/15 – 1/14/16**

## **Day 1: Arrive Santo Domingo, Dominican Republic**

After we arrive in Punta Cana, we will travel by coach to Santo Domingo. Along the way you will participate in an interactive lecture/discussion about the southeastern sector of the DR, including the cities La Romana, San Pedro de Macoris and Juan Dolio. When the bus reaches the capital you will join colleagues in the class for a very short 2-block walk to the hotel through the Colonial Zone, the historical center of Santo Domingo. (Large buses are not allowed to travel on the 500+-year-old-stone streets.) You won't believe your eyes as you stroll pass the oldest cathedral in the Americas, or your ears as you hear the pulsating rhythmic sounds of merengue, salsa and bachata music. Check in and relax/unwind upon arrival at the Hodelpa Caribe Colonial Hotel. We will establish a time to meet in the lobby and then go two doors down to change dollars into pesos. Then we will walk nearby to grab "comida" at Restaurante El Conde. After that you will have the opportunity to explore the area nearby the hotel. Our Santo Domingo associates likely will have other activities planned for the evening.

## **Day 2:**

Today, we will start witnessing Dominican culture. In addition to observing the scores of international cruise passengers scurrying to purchase souvenirs and other items before their ships depart, you will walk to nearby sites that showcase not only consumerism and culture, but also Dominican history: El Mercado Modelo, China Town, and Parque Independencia's Altar de la patria where the nation's founding fathers are entombed

After returning to the hotel and unwinding, everyone will reassemble in the evening in the lobby to depart for our opening/community building dinner at Restaurante El Conuco, where typical Dominican food will be served and also there will be a demonstration of Dominican folkways and musical culture. As in the past 9 years, vegetarian and other options will be available. We will inform you of the exact time to meet in the lobby. Also, our Dominican associates will collect the modest cost from each of us and arrange payment. (Dr. Berry again has volunteered to cover the tax and tip to minimize out of pocket cost for students.)

## **Day 3: "Advertising/Consumerism among DR's 'average income' sector"**

Following a mouth-watering Dominican buffet breakfast, we will study consumer culture at the Plaza Megacentro, one of the largest shopping malls in Santo Domingo, located on the east side of the Ozama River. At Megacentro, you and your team members will conduct observational research throughout the mall – paying attention to people, brands, retailers, boutiques, and everything else and recording your observations. We also will have a "mobile lecture" concerning Dominican history and culture as we tour neighborhoods and other sights of the capital city.

Next, in order to interrogate the myths and reality of how Caribbean tourism is advertised and branded, the group will conduct primary field research at Playa Boca Chica, which is frequented by average income Dominicans and their families. Although we will be holding today's seminar at a seaside Caribbean beach, while there you and your research team will be able to continue organizing your investigation plan. You also will discover that the site offers a treasure chest of field study possibilities concerning branding, brand identity, "visual pollution" and global branding – the theoretical framework that will guide your group's research. En route to and following the Boca Chica site visit, you will have ample opportunity from the vista of our bus to observe and document consumerism in Dominican neighborhood Colmadones, as well as in Areas Turistas, typified by El Conde and the commercial zones near the hotel in the area of the Museo de las Casas Reales.



**Day 4: “Luxury Consumption among the DR’s middle class”**

Following breakfast you will gather in the hotel lobby to travel to the luxurious Blue Mall where you will conduct observational field research. We will board the bus at mid-morning (specific time to be provided) and then ride along the picturesque oceanfront George Washington Avenue (better known as El Malecon). Also, you will experience the DR’s equivalent to Beverly Hills’ storied Rodeo Drive with stores such as Cartier, Louis Vuitton, Claiborne, etc. We will lunch at the Food Court where you may choose among Dominican and other global brands or U.S. options such as Burger King, Papa John’s, Wendy’s, etc. Seminar/Lecture: Recent Developments in Retail Promotion

After returning from Blue Mall we will explore consumer culture in the area near the hotel, with particular attention to the cruise ship passengers who disembark while their vessels are in port in Santo Domingo. .

**Day 5:**

You will learn about the origin and impact of today’s Three Kings Day celebration on the DR’s culture and economic. Professionals from advertising, marketing and public relations will join the top scholar of advertising ethics in the Dominican Republic for a presentation concerning the ritualization of “holidays” as “shopping days.” In the U.S. you see this with everything from the “Black Friday” sale-a-brations following Thanksgiving, President’s Day/MLK Day/Veteran’s Day/Columbus Day/Mother’s Day and a slew of other shop-till-you-drop promotions that oftentimes distract consumers from the significance of who or what the particular day was established to recognize.

Workshop/Lecture: Situation Global Consumerism

**Day 6:****Morning: “Advertising and Promotion in Emerging and Subsistence Markets”**

We will gather in the hotel lobby at mid-morning (time to come) and board the bus to travel along Avenida Winston Churchill and Avenida John F. Kennedy to Acropolis Center (or Agora) where you will enjoy a special presentation on advertising strategy by Sergio Forcadell, founder and CEO of the oldest locally-owned agency in the DR -- Forcadell Forward Advertising Agency. After the presentation at you will interact during lunch with one of the leading PR professionals in the Dominican Republic from Leo Burnett or another global agency. You also will have the opportunity to stroll through the Acropolis Center and observe, people, places and consumer culture. Challenge: perhaps you can answer the question of why more Dominicans wait in long lines at the KFC and Taco Bell, while there is no waiting at restaurants that feature local cuisine such as “pollo frito y arroz habichuelas” at a significantly lower price? [That’s “fried chicken and rice and beans.”]

**-- Afternoon: “News hybridization in DR Seminar: CDN Globalization of U.S. Culture -- Visit to Multimedios El Caribe Lecture/tour of CDN”**

Following lunch, the class will be hosted by a major multimedia empire that is the home of CDN Network (equivalent of CNN in the US), El Caribe (major daily newspaper), OGM (center of data and market research), SuperMix FM 92.5 y 89.7 and also La Mezcla AM: 1040 y 1130 (leading radio outlets), and other communication enterprises.

If the weather permits, we will have a candlelight dinner prepared by the chef on the hotel’s roof, depending on the group’s decision. Or, you may order other food items for a rooftop gathering or find a local dining establishment along El Conde.

You also will want to pack your luggage because we depart in the morning for Santiago.



**Day 7:**

Travel to Santiago: “U.S. Culture & Global Marketing”

During the 2-hour ride from Santo Domingo, we will conduct observational field research. Everywhere you look you will observe consumers consuming “stuff” – folks buying/selling/haggling. The journey to Santiago will provide you with a front row seat to absorb Dominican life and culture along the Autopista Duarte, where we also will take a short 15 to 30-minute break at the Jacaranda Mall to allow you to soak up the sounds of less urban areas of the DR. After you check into the Hotel Hodelpa Centro Plaza and settle into Santiago you can explore local sites, including: Calle del Sol, Parque Independencia, and Area Monumental. For lunch and dinner you may choose local cuisine or, if homesick, select from Pizza Hut, McDonald’s, Taco Bell, etc.... all of which are within a block or two of the hotel.

On your first day in Santiago, our “cultural immersions” leader Jorge Lulo will identify activities of interest and organize visits for the group. In the early evening we will assemble in the lobby and travel by taxis to the Gran Teatro del Cibao or similar venue for a Caribbean Cultural Expressions presentation.

**Day 8: “Professional Practice of Advertising & PR in Emerging Markets”**

Following breakfast, you will spend the morning working individually or collectively on your term project.

At midday we will meet in the hotel lobby and then travel by coach to interact with the owner and principal staff at A+E Advertising and PR Agency. This will enable you not only to learn about the diverse approaches to advertising and persuasive consumer communication in the DR, but also how a small, independent company manages to compete and win business when up against the major global advertising organizations.

We will visit Centro Leon, an ultra-modern cultural center in Santiago, where a local broadcaster and also a marketing communications professor from a local university will join us for to share perspectives about the advertising, media and marketing in Santiago.

Depending on the weather, we may organize an optional trip to a baseball game, where you might see stars from major league teams in the U.S. who return home to the DR to play during the winter. The cool thing is that ticket prices average the equivalent of about \$5US. You will notice significant Outdoor Advertising at the stadium, confirming the theory that even in less affluent nation-states such as the DR, baseball games are not only sporting events, but also sites of consumption and consumer culture.

An alternative option for the evening: you will participate in a Dominican-style B-B-Q hosted by a family who also will invite students from the local universities. **[Hotel departure time for the baseball game or b-b-q to come.]**

Following our activity, you may want to connect with Jorge, our “cultural immersions” leader, to experience merengue, salsa, jazz and other rhythms of Santiago.



**Day 9:**

You will have Dia libre (or “free day”) for the morning and afternoon. This will allow additional time for you to work on your team project. As part of your research, you may visit the flea market that is located 2 blocks from the hotel.

Later during the evening, you may want to connect with Jorge, our “cultural immersions” leader, to experience the less serious sights, sounds and sides of Santiago.

**Day 10:**

“Consumerism and Market Segmentation among Locals and Foreigners”; “Branding and Selling Strategies of Micro-entrepreneurs at Playa Sosua”

We will travel by bus to the scenic town of Sosua. Following a tour of the city we will stop at the Playa Sosua to conduct ethnographic observational study as part of the Field Research Practicum module. This applied and theoretical learning experience will provide the opportunity for you to juxtapose and compare differences between life and culture in the North of the island, compared to that at the South’s Playa Boca Chica, near the capital city. You will examine and discuss merchandising and point of purchase representation of local products and services compared to global product and services brands, including an interrogation of how small entrepreneurs present and market their business among the highly structuralized contexts of larger and more established sites of consumerism at Playa Sosua. You also will have the opportunity to problematize issues of social and economic class, including an examination of the significant presence of consumer sites that are European-inflected with names from Germany, Switzerland and France, pointing to the dynamic period in Dominican history that recruited peoples from Europe to the island in large numbers during the rise of fascism, despotism, and nazism.

**Days 11 & Day 12:**

Field Research In Santiago and [day 12] Travel from Santiago to Punta Cana – “Theorizing ‘Luxury’ in the Land of Hyperconsumerism and Stratified Economic Classism”

We will check out of Hodelpa Centro Plaza and board the coach for the journey to Punta Cana where we will disembark at the all-inclusive Natura Park Eco Resort and Spa:

The Punta Cana field research practicum will allow you to meet with members of your team and contextualize advertising and consumer culture across a complex range of complementary and contradictory prisms.

During the day you will explore the local flea market and the international shopping mall and conduct field research concerning consumer culture. You will have the opportunity to observe product and service providers selling America’s “good life” all over town.

If every team is ready, we will complete the presentations this afternoon.

**Day 13: “Theoretical frameworks/issues in DR advertising” -- Term Presentations**

If every team is ready we can conclude this activity before early afternoon

Following the presentations you can explore/experience the resort and other areas that are part of Punta Cana’s highly publicized string of hotels and shops that line the beaches along the DR’s east coast situated just 30 minutes by air from Puerto Rico’s west coast. You will be able to research and experience DR consumer culture at “glocal” shops.

– **Afternoon/Evening:** You will have the afternoon free to meet with your group and also explore shops and sounds of Santiago and purchase souvenirs.



**Day 14: Reconnections**

Depart: Punta Cana-Dominican Republic

Arrive: O'Hare Airport-Chicago

Cultural Immersion/Dia Libre (NOTE: mindful that you will have been in class and conducting research for two weeks while your peers at Illinois were on winter break, we have included a "student's choice" cultural immersion day for swimming, sailing, surfing, sunbathing in the Atlantic Ocean, at the hotel pool, or browsing/carousing.) Our cultural immersion guide, hotel staff, Ray Victor and I can assist you in planning your dia libre. You may, of course, choose to just relax and unwind, because the spring semester gets under way on Tuesday following the MLK holiday. You also will need to set aside time to pack and weigh your suitcase to ensure that you do not encounter any problem at the airport on Friday.

\* Schedule may be subject to change because of weather or other unanticipated circumstances.