***ADV 399/590*** *Study Abroad:***Winter Break 2015** Open to All Majors

**Study Advertising, Marketing, Public Relations in the Dominican Republic**

1. Increase your global awareness of advertising, marketing and public relations
2. Improve your leadership skills for whichever major you are taking
3. Engage your research competencies to solve problems
4. Expand your understanding of consumerism and environmental issues

**Open to undergraduate and graduate students from all majors.** Past majors included – accounting, advertising, ag communications, business, communication, community health, engineering, English, global studies, history, journalism, Latina/o studies, media studies, psychology, Spanish, and other areas.

**Analyze global environment**. Research sites include local and multinational enterprises, health care, government, manufacturing, pharmaceutical laboratories, shopping malls and other consumer locations. Senior officials provide insight and perspective about DR economic, social, cultural, business and political situation; including Haiti.

**Interact with business and education leaders in the DR. Previous students from the U of I…**

* Met with director of Expo-Cibao organization in Santiago to discuss diversifying the Dominican economy.
* Visited Free Trade Zones (Santo Domingo; Santiago) to assess local and global manufacturing/marketing.
* Toured Brugal factory (Puerto Plata) to explore positioning a DR product to compete in U.S. and globally.
* Attended seminar by DR professors of advertising, cinema, journalism, law, marketing, media studies and qualitative research at Pontificia Universidad (PUCMM) in Santiago.
* Toured facilities and interacted one-on-one with newspaper, magazine, radio and TV writers-editors and digital journalists at Multimedios del Caribe, the major multimedia company in Santo Domingo.
* Met with US Ambassador in DR (Hon. [Raúl H. Yzaguirre](http://en.wikipedia.org/wiki/Raul_Yzaguirre)), Consulate General of Haiti in DR (Hon. Maxeau Balthazar) and other opinion leaders from education, government, and business and NGOs.

**Field research exposes U of I students to DR culture. Past participants:**

* Discussed global economy in the DR over working lunch with industry professionals in Santo Domingo.
* Attended reception with DR student majors in advertising, journalism, marketing, tourism, other areas.
* Toured urban and small urban city flea markets, including Santo Domingo’s renowned “Mercado Modelo.”
* Took beachfront excursions to DR south coast (Caribbean Sea-Playa Boca Chica) and north coast (Atlantic Ocean-Playa Sosua) and learned art and science of negotiating least expensive price for services such as hair braids/beads, manicures, pedicures, beach chairs/umbrellas, banana boat, parasailing, horseback rides.
* Visited cultural, historical, archeological, botanical and ecological museums.
* Accompanied Dominican university students to jazz performances; outdoor music concerts; sushi bar; bachata/merengue/salsa dance clubs; other social activities during free time while studying abroad.
* Attended Winter League baseball games in Santo Domingo and Santiago. U of I students took photos with major league stars who play in U.S. during MLB season then go home/play on DR teams during winter.
* Enjoyed extensive menu of Dominican food/beverage as guests at a neighborhood b-b-q in Santiago.

**Expand your problem solving and critical thinking skills by conducting interdisciplinary research that connects advertising, business, politics, art, health, manufacturing, economics, media, sustainability, etc.**

* During the on-campus classes (1 hour weekly from 10/20- 12/10), students organize into research teams.
* In the DR, students examine how global brands use Integrated Marketing Communications to influence consumers. Also, Dr. Berry works with them to ensure that the course connects with their academic major.
* Students draw upon qualitative and quantitative analysis to examine the relationship between the local/global business, economic, social, cultural and political environments. Students will be able to make the DR field learning experiences relevant to their individual major through distinctive research.
* Before returning to the U.S., students present their findings in a highly participatory class session to help educate each other on what they have learned and how the course has added value to their U of I education.
* Graduate students conduct intensive basic research to connect theoretical perspectives to address problems.