COURSE OVERVIEW
This course brings to life the challenges and opportunities of branding efforts in a global setting. Students will experience a mix of cultural activities and sites in two dynamic cities in Spain, as well as learn from experiential cases and projects. Specifically, students will work directly with L’Oréal Spain as well as graduate students from Universidad Loyola Andalucía on a hands-on branding plan.

PRE-REQUISITES
MARK 460 or instructor permission

ITINERARY
Madrid and Seville, Spain from May 15-23

INSTRUCTOR
Lindsay Tuncay Zayer, PhD (ltuncay@luc.edu) is Associate Professor of Marketing at Loyola University Chicago. Dr. Zayer is widely published in peer-reviewed journals, publications and books, and has been a featured speaker at conferences around the world. She teaches consumer behavior and branding in the Quinlan School of Business. Her research and consulting work focuses on consumer culture, gender, branding, advertising and transformative consumer research.

COURSE FEE: $1995
Cost = Tuition + Activity Fee + Airfare
Deposit ($750) due February 28th
Final Payment ($1245) due March 29th