



Education Wheels-Up: JMC International Learning Experiences
SUMMER 2015

Plan now and start saving your money. Students who have gone on these trips in the past say they are “a life changing experience!” Join us for one or more of these incredible trips next summer. The JMC School is offering four exciting opportunities. Don’t miss out if you can!

Paris, France 2015 - from May 31st through June 19th

For the fifth summer in a row, the JMC School will lead students to one of the most talked about capitals in the world. In 2015 public relations professor Chris DiSalvo will lead this exciting trip to Paris. (Dr. Matt Cabot who normally goes has opted not to go.) In recent years this JMC School international experience has met student goals and dreams of traveling the world and visiting one of Europe’s most beloved cities. Fifteen or more students will attend global media lectures, experience popular cultural aspects of the city including gastronomic and walking tours, take the Seine River tour, and visit a popular Paris cheese shop. They will also have a one day Brussels excursion to visit the European Union. Students will also tour three public relations agencies: Edelman, Publicis and Havas. See Prof. Christine Di Salvo in DBH 220 to find out more information. For more information contact Prof. Chris DiSalvo in DBH 220, or email her at: christine.disalvo@sjsu.edu.

Istanbul, Turkey 2015 - from May 31st through June 19th

JMC School Professors Diane Guerrazzi and Halima Kazem are co-leading this three week visit and study session to one of the world’s most dynamic and beautiful cities which is part of both Europe and Asia. It will keep you happily occupied with its breathtaking architecture, and its unique open environment that welcomes cultural acceptance of many traditions. While in a predominantly Muslim country, the growing global popularity of Istanbul has turned it into ‘the crossroads of the world’ for all people and ideas. This international learning experience will focus on international and entrepreneurial journalism. Students will study merging global markets with an up-close look at the high tech industry, businesses, tourism and related fields. They will interact with international journalists and business professionals. Tour highlights include the Sultan Ahmet Camii, (Blue Mosque which is visible from many points of the city), the ancient open market bazaars, and Istanbul’s water front attractions. Students will be working with two local universities and have a chance to get a feel for the nation and its people. Participants will stay in student housing in the quarter of town known for its 24-hour nightlife and excitement. Meals will include a tasty mix of Middle Eastern and Asian delicacies ranging from kabobs to anchovies caught fresh in local waters. One travel website says it’s “a gastronomic journey into Ottoman delights.” For more information contact Prof. Diane Guerrazzi in DBH 218, or email her at: diane.guerrazzi@sjsu.edu.

Madrid, Spain Trip 2015 - June 14th to July 3rd.

Prof. John Delacruz will lead this “Global Advertising: Creative trip. It will center around ‘El Cencerro Rural Ad Festival.’ This is a unique advertising festival that focuses on promoting the countryside as a way of rejuvenating rural areas. It will be in its fourth year, and it attracts creative talent from the ad industry in Madrid. There are many activities that take place including an awards event for winning campaigns (our students will enter the competition before we head over to Spain). Also there are rural craft demonstrations and a great big community Paella. That takes place an hour out of Madrid. There will be talks by guest speakers, visits to three ad agencies, a couple of creative spaces, art galleries and museums, alternative walking tours, plus a visit to UNESCO for a talk on Tourism advertising. Expect a creative project on Advertising Tourism. The trip will take place over 18 days. For more information contact Prof. John Delacruz in DBH 211, or email him at: john.delacruz@sjsu.edu.

Florence, Italy Trip 2015 - from July 10th through July 31st.

Prof. Tim Hendrick will led this adventure as students study advertising under the Tuscan Sun! Florence is famous for its history. A centre of medieval European trade and finance and one of the wealthiest cities of the time, Florence is considered the birthplace of the Renaissance. Here you will walk the same streets as Michelangelo, Dante, and Da Vinci, and visit museums housing some of the most beautiful artwork in the world, including Michelangelo’s David, as well as Donatelo’s bronze version. While there students will also study fashion including experience leather creations that are world reknown. Students will learn about international integrated communications and review the advertising efforts of Ferragamo, Gucci, Benetton and many others. There will be guest lectures in "Branding in SME and the Family Business in Italy," guided tours and group reservations for the Uffizi, the Gucci Museum, and access to the Ferragamo museum. Also look forward to an Oltrano Artigiano guided walking tour, "Made in Italy: Craft, Culture & Identity." We'll also take a short train ride, visit Luccha a walled city famous for its history and community, and sample the famous food and wines of Tuscany. Find out more from Prof. Tim Hendrick in DBH 201 or email him at: timothy.hendrick@sjsu.edu.

As citizens of the world, this is global media education for the 21st Century.



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