

## **GMC teaching database**

Below you will find an overview of the syllabi available at the [GMC website](#).

### **Syllabus #1 SMU Graduate International Advertising Course**

Course/class: International Advertising

Instructor: Carrie La Ferle, Temerlin Advertising Institute, SMU

Semester/year: Spring 2019

Level of education: Graduate

Class size: 14

Length: once a week for 3 hours for 15 weeks

GMC component: (class as a whole/1 lecture/readings, etc.)

### **Syllabus #2 University of Florida - International Advertising**

Course/class: International Advertising

Instructor: Cynthia Morton

Semester/year: Fall 2015

Level of education: Graduate ADV 6405

Class size: ?

Length: once a week for 2 hours

GMC component: Syllabus

### **Syllabus #3 University of Florida - International and Cross-Cultural Advertising**

Course/class: International and Cross-Cultural Advertising

Instructor: Ilyoung Ju

Semester/year: Fall 2014

Level of education: Undergraduate ADV 4400

Class size: ?

Length: 15 week course

Short description:

GMC component: Syllabus

### **Syllabus #4 University of Nebraska-Lincoln - Global Advertising**

Course/class: Global Advertising

Instructor: TBD-College of Journalism & Mass Communication

Semester/year: Five Week Summer Session M-T-Thu 5:30-8:20pm

Level of education: Undergraduate

Class size: ?

Length: Five week Summer Session

GMC component: Syllabus

### **Syllabus #5 University of Copenhagen - International Advertising in a European Context**

Course/class: International Advertising in a European Context

Instructor: Benjamin Holk Henriksen

Semester/year: Fall 2017

Level of education: Undergraduate - 3 credits

Class size: ?

Length: meeting twice a week from 8:30 -9:50am

GMC component: Syllabus

### **Syllabus #6 University of Massachusetts Boston - International Advertising**

Course/class: Communication Seminar - International Advertising

Instructor: Sun-Young Park

Semester/year: Fall 2019

Level of education: Undergraduate - 3 credits (COMM 480)

Class size: 20

Length: meeting three times a week from 1-1:50pm

GMC component: Syllabus