

The Cannes Lions Experience

ADV 4930 / RTV 4930 / MMC 6936

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Class Format:

- Online synchronous via Zoom from May 13-June 5.
- Fly June 6. Study abroad from June 7-23.
- Final assignments due July 12.

Class Time for May 13-June 5: 11:00-12:15 on Tuesday, Wednesday, Thursday via Zoom.

Zoom Link for Synchronous Class: <https://ufl.zoom.us/j/93019168735>

Course Website: Course information will be posted on Canvas.

This interdisciplinary course is part of the UF in Cannes Study Abroad program. Students will immerse themselves in French culture through a 17-day study abroad experience. You will visit production studios and universities in France, along with museums and cities in the South of France. The final week culminates in attendance to the Cannes Lions International Festival of Creativity, featuring the who's who of the world's advertising, PR, marketing, design, digital, and production professionals. You will analyze and interpret the world's best branded communication, honing your own understanding of effective campaign development.

Objectives

- Reflect on your cultural immersion experience, including similarities and differences between French culture and your own.
- Reflect on your own cultural background and how it impacts your beliefs, assumptions and values.
- Understand cultural differences and nuances in creative communication.
- Learn cross-disciplinary perspectives on creative communication.
- Identify, describe and explain global and intercultural interdependencies.
- Network with professionals in advertising, PR, production and other creative industries.
- Analyze and interpret criteria for award-winning work.
- Reflect on what you learned about your industry, creativity, and international communication campaigns.
- Respect and understand the values, beliefs and perspectives of other cultures.

Course Policies

- Attend all excursions. Be ON TIME. We won't wait, and it will impact your final grade.
- Be a good and respectful roommate.
- Travel in pairs.

- Be professional at all times. You are representing UF and CJC.
- Must tell us if you are leaving town, where you are going, when you will be back, and who you are going with.
- Must have cell numbers for everyone.
- **Late Assignments:** You will lose one letter grade per day for late assignments (including all days of the week, not just class days).
- **Students with Disabilities:** Students with disabilities can receive accommodations. The first step is to contact the Disability Resource Center (352-329-8565; www.dso.ufl.edu/drc/). Once you receive your accommodation letter, provide a copy to the professor as early as possible in the semester.
- **Course Evaluations:** Students are expected to provide professional and constructive feedback on the quality of instruction via the online course evaluation system. You will be notified via email when the evaluation period begins. The central portal for evaluations can be found at: <https://my-ufl.bluer.com>.
- **Counseling and Wellness Center:** Your well-being is important to the University of Florida. The U Matter, We Care initiative is committed to creating a culture of care on our campus by encouraging members of our community to look out for one another and to reach out for help if a member of our community is in need. If you or a friend is in distress, please contact umatter@ufl.edu so that the U Matter, We Care Team can reach out to the student in distress. A nighttime and weekend crisis counselor is available by phone at 352-392-1575. The U Matter, We Care Team can help connect students to the many other helping resources available including, but not limited to, Victim Advocates, Housing staff, and the Counseling and Wellness Center. Please remember that asking for help is a sign of strength. In case of emergency, call 9-1-1.

Assignments and Grading

Assignment	Points	Type of Assignment
Attendance, Timeliness and Responsible Behavior	20	Individual
Cultural Scavenger Hunt	10	Group
Reflection on Cultural Immersion Week	25	Individual
Reflections on the Cannes Lions Festival	25	Individual
Final Reflection Paper	20	Individual

Brief Description of Assignments

- **Attendance, Timeliness and Responsible Behavior:** Students should attend all planned events during the Study Abroad experience. Students should arrive on time and act responsibly.
- **Cultural Scavenger Hunt:** Working in teams, you will participate in a scavenger hunt to get you familiar with Cannes and acclimated to aspects of the culture.
- **Reflection on Cultural Immersion Week:** At the end of the first week of cultural immersion, students will reflect on your cultural immersion experience, including similarities and differences between French culture and your own. See assignment details.
- **Reflections on the Cannes Lions Festival:** Students will complete a daily reflection video once a day for each day of the Cannes Lions Festival. See assignment details.
- **Final Reflection Paper:** Upon completion of Study Abroad Experience, students will complete a final reflection paper on the two phases of their study abroad experience.
- **Please note that work submitted for these assignments might be used as marketing materials to recruit future students for the program.**

Grading Scale

	94.00 and above = A	90.00 – 93.99 = A-
87.00 – 89.99 = B+	84.00 – 86.99 = B	80.00 – 83.99 = B-
77.00 – 79.99 = C+	74.00 – 76.99 = C	70.00 – 73.99 = C-
67.00 – 69.99 = D+	64.00 – 66.99 = D	61.00 – 63.99 = D-
60.99 and below = E		

Course Schedule

Date	Topic	Assignments Due
	Part 1: Cultural Immersion	
Sun, 6/8	Cultural Scavenger Hunt	Cultural Scavenger Hunt
Mon, 6/9- Thurs, 6/12	Cultural Immersion	
Thurs, 6/12	Cultural Immersion Reflection Due	Cultural Immersion Reflection Due
	Part 2: Cannes Lions Festival Experience	
Mon, 6/16- Fri, 6/20	Cannes Lions Festival Experience	Daily Reflection Videos Due
	Part 3: Final Reflection	
Fri, 7/11	Final Reflection Due	Final Reflection Due