

ADV 5301: 2017 Schedule – Version 3.0

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- DAY 1 Arrive, check in to assigned housing; alert DrK to your arrival
- DAY 2 Class meeting 8 a.m. Kendrick apartment
Advertising Age; editor Ann Marie Kerwin 9:30
Horizon Media, One Hudson Square (75 Varick) 12-2
Publicis North America, 950 Ave. of the Americas (35 and 34) 3 pm
Class meeting TBA: Practice DOG due
Evening alumni guests at DrK apartment: Greg Peterson, Digitas; Laura Stillo, New York Times video producer
- DAY 3 TWINOAKS/MARS, 205 E. 42nd (42 & 3rd) 10 a.m.
Sparks & Honey culture briefing 12-1 pm (437 Madison Ave. 3rd fl)
Omnicom Healthcare Group/CDM, 220 E. 42 1:30 pm (lunch)
TAI Student/Alumni Event, Flatiron Hall, Chelsea 7-9 pm
DOG 1 due
- DAY 4 PepsiCo Design & Innovation Center, 350 Hudson 10:30-noon
OMD, 195 Broadway 1 pm
TBA
Schedule one-on-one meeting with Kendrick for weekend
Bring DOG 2 to dinner
5:30 pm dinner at Carmine's; 8 pm Amelie on Broadway
- DAY 5 Planned activities TBA: work on Curation of Cultural Curiosities presentation
- DAY 6 Planned activities TBA: work on Curation of Cultural Curiosities presentation
Class meeting 6 pm; Cultural Curiosities presentations; DOG 3
- DAY 7 Hearts & Science, 7 World Trade Center 36th fl. 10:30-12
Google, 75 9th Ave. @ 15th St. (Chelsea Market) 2nd floor 12:30-1:30
(case study via GoogleChat with Vonage CMO Ted Gilvar)
Marina Maher Communications 2-3 pm
Participate in College Life focus group at Sparks & Honey 4:30-6 pm.
DOG 4
- DAY 8 Shadow Day 1: one-on-one on-site meetings with Horizon, OMD,
DOG 5 due evening meeting 6 pm.
one-on-one on-site meetings with Digitas, J Walter Thompson, Dior
Fragrances, Omnicom Healthcare Group
5-10 pm: Final meeting, oral reports for Research Paper and Shadow
- DAY 9 Check out of Best Western by 11 am
- TWO WEEKS LATER: Final written assignments due no later than 5 pm CST via email
Reflection and Reflection DOG due

ADV 5301: The Advertising Industry in New York
Industry immersion course from May 15-23, 2018
Dr. Alice Kendrick

**Please return this completed form via email to akendric@smu.edu
Also include a working copy of your resume and any other materials you
would like for me to consider.**

Arrive May 15 (last day of finals) or early May 16 at latest
Students can leave at any time on May 23
Course carries 3-hours credit; \$1,950 course fee. Tuition also applies.
Students arrange their own travel to and from NYC.
Housing at Best Western Hospitality House 148 E. 49th St. (49th between Lexington
and Third) is paid for with your course fee.
The norm is for three students to stay in each apartment.
Hot breakfast buffet daily.

This is an intensive course during which we have multiple daily class sessions at
leading advertising agencies, client companies and media organizations. All days,
including the weekend, are scheduled with group activities.

Application:

Name:

Major/Minor:

Graduation date:

Advertising courses taken:

Overall GPA/Advertising GPA (if applicable):

"Hometown":

Please explain why you are interested in participating in ADV 5301.

What, specifically, would you like to learn more about?

The class is limited to no more than 12 students. We will keep a very busy schedule and you will share an apartment with two other students. Please explain why you are a good candidate for a course taught in this type of environment. Are there any issues that you believe you might have?

What do you believe you can contribute to the ADV 5301 experience?

Please mention here any questions you may have that we could discuss.

Please explain how likely you are to register for ADV 5301 if selected (scale of 1-10, with 10 being "definitely register if selected". Are you considering other activities during that time? Please explain

Any other thoughts?

