

## **London (FIE), Summer session 2 course descriptions**

### **ARTH 300 (History of Modern Design)**

How has the design of modern objects made an impact on the way we live and how we feel about our lives? How has design become an art form? From buildings to clothes, to London's tube and phones, how has the design of these entities defined our lives and helped shape modern culture? From Victorian styles and the industrial revolution to the swinging 60's and beyond, this course examines the products of applied design during the past 150 years, including examples of furnishings, industrial design, fashion, and graphic design, in relation to demand, technology and production, standards, fine art, social reform, and the dynamics of consumption.

At the conclusion of this course, students will have gained a developed knowledge of a wide range of objects, designed in Britain from the Industrial Revolution to the present day. Furthermore, they will be able to relate a wide range of objects to the socio/historical conditions in which they were produced and to discuss the specific work of some of their most famous designers.

### **MKTG 357 (Global Marketing)**

Have you ever wondered how global differences affect how products are presented to various cultures on a worldwide scale? How do businesses reconcile or take advantage of this global diversity in order to meet international objectives? What are the challenges of managing and delivering high-quality service to customers in a cross-cultural context? This course explores the decision-making process in the marketing of products and services in the international marketplace.

Students enrolled in this course will learn the formulation of key elements in international marketing strategy, such as identification and assessment of potential markets, price setting, and design, promotion, and distribution of products and services. They will also explore issues such as the competitive advantage of nations, the changing nature of the international social and business environment, and the emerging role of the Internet in international marketing.

### **DANC 201 (Dance Appreciation)**

This class teaches students to look at dance as an art form, emphasizing the ability to analyze and critique performances. Students in the course see multiple live performances, meet local artists, participate in readings and class discussions. No dance experience necessary.

## **CULA T480 (Food Society Culture in the UK)**

Bangers and mash? Bubble and squeak? What is British cuisine and how has it changed from wartime to the present? Have negative stereotypes of British cuisine been replaced by a new food culture of focused on celebrity chefs, ethical choices and a new-found 'best of British' pride? Or, do fast-rising rates of obesity, childhood diabetes and dependency on supermarkets and ready meals tell a different story?

Using a multi-disciplinary approach, this course examines the critical issues in food today and the interconnectedness of food, culture, and society in modern Britain. The rich and multicultural heritage of London provides a multitude of opportunities to explore the issues herein and use our senses to taste, smell and see the food cultures of this dynamic city.

## **PSCI T480 (British Politics)**

What power does the Monarchy still have? How does a democratic government work without a written constitution? Who are the Tories, the Lib-Dems, and Labour? How do British Politics differ from those of the United States? Students enrolled in this course will be provided an understanding of the British system of government and the political process in Britain, as well as the socio-historical processes that have shaped modern Britain.

This course will cover topics concerning the Monarchy, the Parliament, political parties, the Prime Minister, political ideology, and political culture. Throughout the course, comparisons with American politics and society will be made as a point of reference to provide the student with a better framework for understanding British politics. This is an introductory course on contemporary British politics, and therefore requires no previous political science courses.

## **COM 360 (International Communication)**

ABC, NBC, and Fox may all sound familiar but did you know the British Broadcasting Corporation is the largest is broadcasting organization in the world? What impact does this public service media giant play in the UK and around the world? What about radio broadcasting? Where does the radio format fit in a modern society? What role do digital technologies play in modern broadcast? Students in this course will explore the history of British radio and television broadcasting, its role in British society and culture, its global impact, and its place in today's digital world.

The course is built on the idea that broadcasting must exist not only to entertain the public but to inform and educate as well, British broadcasting to this day remains a lively mix of genres and programs, with extensive influence throughout the world. Students will cover topics such as public service broadcasting, competition in British broadcasting, documentaries and their importance to British cultural identity, the news, current affairs and reality television and broadcasting exports.

Students will hear guest speakers from BBC Radio, Channel 4 news media, and the Independent Production sector. Co-curricular excursions will include visits to the BBC, Sky News, a live television or radio program recording, the British Film Institute Mediatheque, and a production company.

### **VSCM 350 (Typography: Recording London)**

Enrolment limited to Graphic Design majors – or with permission from instructor.