

Summer Session 2: LONDON

Students choose 2 of the following courses for a total of 9 credits in London:

CULA 465 FOODS, SOCIETY, & CULTURE IN BRITAIN – 4.5 credits

This course is focused on the complex relationships between food and cuisine and society and culture and how they shape and influence each other. Drawing from the disciplines of food studies, intercultural communication, anthropology and sociology, students will have the opportunity to engage with *food as culture* – in theory and in practice. Through this course, students will examine major contemporary issues around food, the history and forms of cuisine in the UK, and food as an important cultural phenomenon in all societies. Britain will be the main example, with London as a particular lens. This is essentially a classroom-based course, but it has a high level of engagement with London. Visits and tastings will be arranged as appropriate to enhance understanding of flavors and the composition of British culinary tradition. In addition, students will be expected to participate in critical analysis about food in the UK (and their home country and the world); food is controversial and stirs individual and national passions alike. What sort of a culinary professional do you intend to be and what choices will you make?

MKTG 344 PROFESSIONAL PERSONAL SELLING – 4.5 credits

Prepares students for business-to-business personal selling careers. Uses role-playing and experiential exercises to teach the latest strategies and tactics in prospecting and qualifying, planning sales calls, approaching prospects, making sales presentations, negotiating resistance, confirming and closing "win-win" agreements, and servicing customers to ensure satisfaction.

ARTH 300 History of Modern Design – 4.5 credits

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.

VSCM 465* History and Practice of Typography 4.5 credits – SEPCIAL FOR 2014

This course will familiarize students in the history of printing combined with a component that will allow students hands-on experience with letterpress printing and typography. This course will consist of a combination of presentations on the history of letterpress printing, the art of type design and production, field trips to visit examples of early printed books in collections and libraries, and instruction in typesetting, book design, and printing using the letterpress. The hands-on portion of the course will include assignments relating to letterpress skills and design, with instruction provided by the staff of the St. Bride Institute and Library in London. The course will not only familiarize students with the terminology, technology, history, and cultural significance of printing beginning in the mid-15th century, but also give them the opportunity to select and set type and gain a deeper understanding of the subject.

*Non-Graphic Design students must meet with the instructor (David Raizman – 215-895-1622; raizmand@drexel.edu) for approval to register.