



SCHOOL OF COMMUNICATION

Illinois State University

Verification of Graduate Credit Earned in 300-level Courses for the Novancia Study Abroad Program (COM 369 & COM 372)

Graduate Credit

To receive graduate credit for the Novancia study abroad 300-level courses, graduate students must complete one or more special assignments not required of undergraduates in the courses. There could be separate assignments for each course, or the possibility of a combined assignment covering both courses that is of equivalent scope.

These special assignments must have a direct connection between the course concepts learned at Novancia (described in Novancia Course Content section) and be equal in rigor to a standard graduate course project at Illinois State University. This additional assignment(s) will be factored into the final grade provided by Novancia faculty. 2/3 (approx. 67%) of the grade earned will be provided by Novancia for the work completed abroad. The final 1/3 (approx. 33%) will be provided by the student's graduate advisor.

The assignment could be a research paper (i.e., research proposal, ethnographic study) or an applied project (i.e., website or blog, video promoting the program, creation of ongoing Facebook page for the Novancia study abroad program, significantly revised or updated pre-departure guide). The special assignment for graduate credit should be rigorous without being overly demanding. For example, a research proposal that was 15 pages and included 40 sources is considered a reasonable assignment (additional assignments/projects should not equate to a full study).

Novancia Course Content

While abroad, students complete four courses at Novancia that articulate to Illinois State University as COM 369: Global Marketing and COM 372: Intercultural Communication.

The four courses student complete at Novancia are:

- Global Marketing: *Instructed by Henri Simonet*
- Paris Rhetoric: *Instructed by Armoogum Sawmy*
- International Marketing: *Instructed by Patrick Germain-Thomas*
- Intercultural Management: *Instructed by Frank Groninger*

Upon completion of these courses, Novancia participants will have been exposed to global communication strategies, a variety of cultural differences, and marketing tactics and have an in-depth understanding of Parisian culture, norms, expectations and historical discourse. Students at the graduate level should be able to make strong empirical connections to the following communication frameworks:

- Intercultural communication theories, social norms and cultural expectations
- Global marketing strategies (advertising campaigns & message design)
- International marketing (organizational mission statements, values, beliefs, public image, crisis communication, etc.)
- Rhetorical significance of historic Paris monuments and landmarks (emphasis placed on the non-verbal/symbolic meaning behind recognizable landmarks)

Student Information

Student name: _____ UID#: _____

Semester participating in Novancia Study Abroad: _____

Student's Graduate Advisor: _____

Describe the special assignment(s) and/or project(s) completed to earn graduate credit in the Novancia COM 369 & COM 372 courses:

Graduate Advisor's signature

Date of Completion

Note to student: Please file this completed form with the Graduate Coordinator. Keep a copy for your records.