Are you interested in food marketing? Curious about the global growth of organics? About meeting company reps at top global brands like the Food Network Channel? Or the use of social media for food marketing? And do you want to develop cutting-edge skills in the use of social media and data mining for food market research? If so, this Study Abroad course to Sweden is for you!

This course will study food production and branding through diverse food-related media networks – looking comparatively at food marketing and production in Sweden and Illinois. The class will focus on the development of “environmentally-friendly,” “sustainable” and “organics” products. Students will learn how things such as geography, culture, local businesses, and national policy shape communication on sustainability. Students will also examine how diverse media platforms – from magazines and TV, to social media and the web – work to “educate” consumers on sustainable foods. This unique opportunity will allow students to develop cutting-edge skills in high-demand in the media, advertising, business, health, and design fields: including social media, data analysis, and research in global consumer markets.

This course is open to both undergraduate and graduate students.

2014 ESTIMATED PROGRAM FEE:
$2,450 - $2,650

*Fees are subject to change due to exchange rate fluctuations and the number of participants.

Includes: Round-trip airfare, housing, local transportation, local instruction costs, administrative fees, comprehensive international insurance

Does not include: Meals (est. $350), Personal Expenses (est. $150), visa fees (if applicable)

2014 ESTIMATED TOTAL COST:
$2,950 - $3,150

SCHOLARSHIPS
Scholarship opportunities are available for students who participate on Faculty-Led Courses Abroad. Please visit the online brochure page of this program to learn more.

PROGRAM DATES
Travel to Sweden: May 18-26, 2014
On-campus meetings: Begin March 17, Mondays, 2-4:50P
* Earns full 3 Course Credits in an 8 Week Course

*NEW APPLICATION DEADLINE *
FRIDAY. Feb. 14, 2014 -- 11:59PM

CONTACT INFORMATION
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To visit the online program brochure page: studyabroad.illinois.edu/userfiles/pages/facultyledprog.aspx