Explore the effectiveness of integrated marketing and consumer-based experiences that created the empire that is Disney World, and compare it to the successes of its competitor Universal Studios. Orlando Theme Parks: The Masters of Integrated Marketing is a four-credit, semester-long course during spring semester that develops students’ understanding of integrated marketing strategies through traditional study and field experience. Students will learn and be able to effectively apply integrated marketing communications that foster critical thinking and creativity essential to developing a successful brand and communicating its value to consumers.

Taught by senior lecturer Teresa White, the course will examine goals, methods and models of integrated marketing communications while using the Walt Disney Company as a semester-long case study. While in Orlando, students will explore different areas of each theme park, have interviews with company personnel, and use their own experiences to apply and have a greater understanding of the concepts of the course.

This course counts for the capstone requirement for the advertising concentration.

Eligibility
To apply for the course, you must:

- be on track to be a sophomore by credit hours (30 hours completed) by the end of fall 2016 semester;
- have a 3.0 cumulative GPA;
- be on track to be admitted to The Media School by the end of the fall 2016 semester (students in legacy majors who have been admitted to the College are considered to have fulfilled this requirement);
- be on track to have successfully completed at least one of the following MSCH courses by the end of fall 2016 semester:
  - MSCH-A315 Advertising and Consumer Culture
  - MSCH-A320 Principles of Creative Advertising
  - MSCH-R321 Principles of Public Relations
  - MSCH-S348 Audience Analysis

Master’s degree students also may also be eligible to take the class for graduate credit. Contact Audrie Osterman, director of experiential education, at osterman@indiana.edu for more information.

Trip details
Travel to Orlando, Florida, during spring break, March 10-18, 2017 (tentative dates), is a required component of this course.

Costs
The Media School provides a scholarship to all students admitted to this course to lower the course fee that’s assessed for travel.

Full program costs: $2,450  
Scholarship: $950  
Course fee after scholarship: $1,500

The course fee covers round-trip transportation from Bloomington, lodging, all
required activities and some meals. We recommend students also have $200-$400 available during the trip to cover meals and personal expenses.

Upon acceptance into the field experience course, your bursar account will be billed a $500 non-refundable deposit. The remainder of the program costs will be billed to your bursar account in November, due in December with spring tuition. The scholarship will also be posted at that time.