



Post Fellowship Reporting - Project Summary

Report Title: Globalization and the European Union **Name:** Amanda Dennard
Other Team Members:
Program: Greater Houston Area Program
Trip Dates: 06/22/2011 - 07/06/2011 **Location Visited:** Paris, France
Post Fellowship Reporting Template: PFR Template 02

Project Summary: As a high school marketing teacher, I am passionate about my duty and responsibility for students to leave my class ready to face the reality of global competitiveness. So, I rolled my sleeves up and set out learn about this global economy first hand by studying the perplexing and delicate economies of 4 different countries in the European Union.

My journey began in the bustling transitional city of Vienna. Once a city nestled in ashes of defeat from centuries of instability including takeovers by everyone from Napoleon to Hitler, Vienna now shines as Forbes number 1 city to live for its high standard of living and economic and political harmony. The Museum of Economic and Social Development walked me through a typical life of Austrians over the past century, decade by decade. In London once again history from a different point of view left me inspired. Here, I visited the Museum of Advertising and Branding which began with the Industrial Revolution and the creation of brands as we know them. It's amazing how current events and economic conditions shape consumer trends. .

By the time I reached Paris, a look at the architecture alone humbled me to the fact that the internet did not begin globalization, but globalization has been around for centuries. Even Monet was a product of industry and economics. And no industry is more globally involved than the fashion industry. I ended my tour in Brussels, Belgium, the capital of the European Union. After a day in Mini-Europe, I realized, it is a small world after all.

Career Impact: In the Vienna museum, nothing prepared me for the room dedicated to the 1940s: bomb shelters, gas masks, Nazi soldiers, homeless victims of bombing. Before this trip, I knew many facts about WWII, but seeing it through the eyes of the Europeans awoke my perception. Weather it was the memorials throughout London or walking down the same street Hitler marched down in Paris, I was humbled by the heaviness and closeness of this war. I realized I was not just a marketing teacher, but a history and economics teacher too. I walk into my classroom with a new outlook and sense of duty.

I understand now how businesses and advertisers worked their way through wars, revolutions, technology, and change. Challenges are constantly evolving. The challenge now is creating products and packaging that are environmentally friendly and culturally appropriate.

Europe taught me the lasting effects of politics, war, the economy and the complicated dance required to not just balance, but rise above and come out strong. From Marie Antoinette, to Winston Churchill, to Mozart, Europe will always hold a special place in my heart full of ambition, creativity, and hope with a reverence to history.

Classroom/Community Impact: This fellowship transformed the way students learn in my class. We are moving from textbooks and magazine articles to hands on projects. I can use my experience and material from the EU headquarters to create a world parliament simulation where each student represents a different country in the world. I can use artifacts from the Museum of Advertising to aid students in creating an international marketing plan where students will research their assigned country, culture, consumer habits, language, and business etiquette.

My new understanding of different economic systems has helped me create partnerships with the economics and business teachers in my school. They have access to my pictures, artifacts, and currency from my trip. In addition, I'm working on an international society with the french and spanish teachers at my school. I'm not only feel more connected to the world; I'm also more connected to my school.

Open Response: My experience from this fellowship has already spurred into action. My fashion marketing class produced projects on the history and influences of fashion using materials and information I gained in Paris and London. They've traced and presented the global and economic influence of the fashion industry and I am proud to say this trip gave me more rigors and relevant material to bring to this class. I've also added more international content to my other Marketing Classes.

I use a blog on my website to encourage insight on different current event topics happening in the world. The blog is a great way to fuel and continue discussion on topics relevant in the world today.

The trip inspired my fuel for travel and I am taking a group of students to Paris for spring break to share my passion of travel and

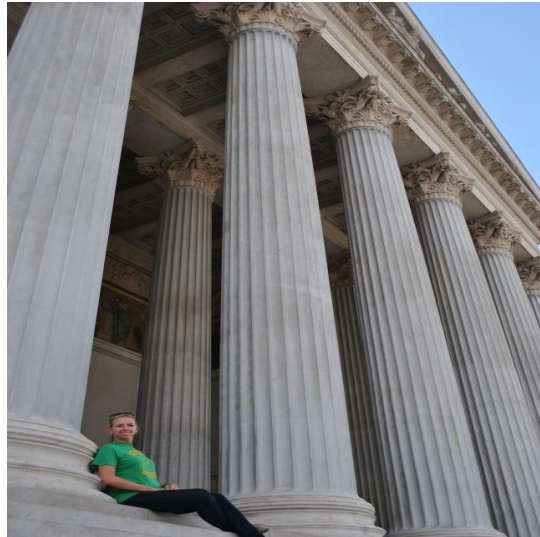
learning through experiencing other cultures first hand. I've gone beyond the boundaries of my school and to other schools in the community to share my pictures from the trip and encourage other teachers to get involved

Quote: Europe taught me the lasting effects of politics, war, the economy and the complicated dance required to not just balance, but rise above and come out strong.

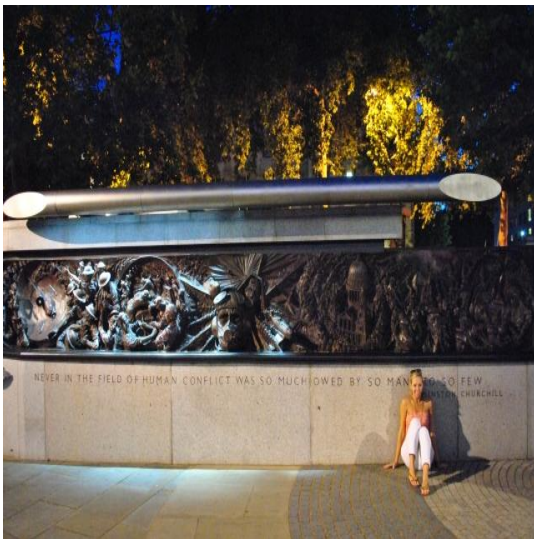
Photos:



Vienna Museum of Economic and Social Development



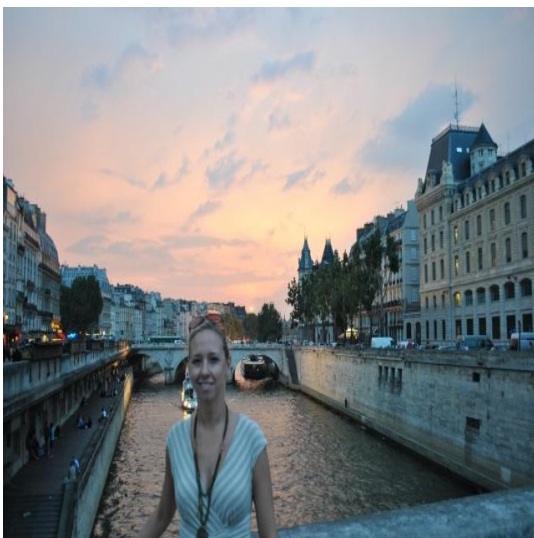
Vienna House of Parliament



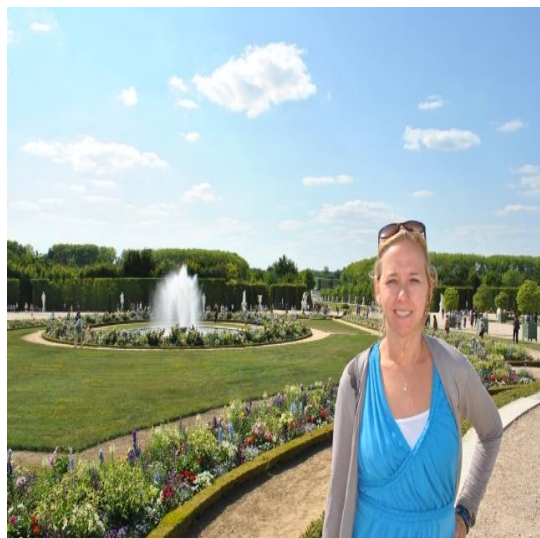
Winston Churchill WWII Memorial



Countdown for 2012 Summer Olympics in Trafalgar Square, London



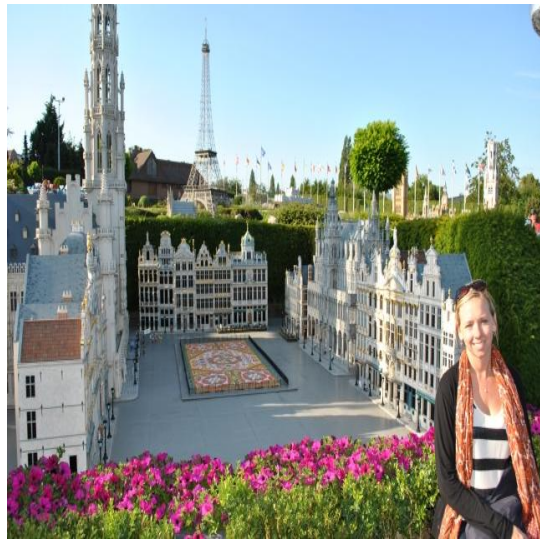
The River Seine at sunset



Gardens of Versailles



European Union Headquarters in Brussels



Mini-brussels