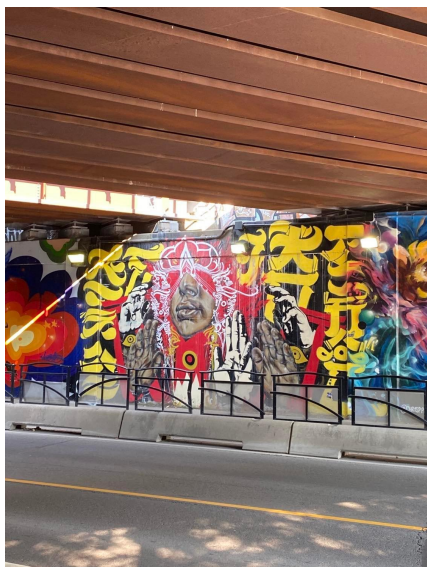
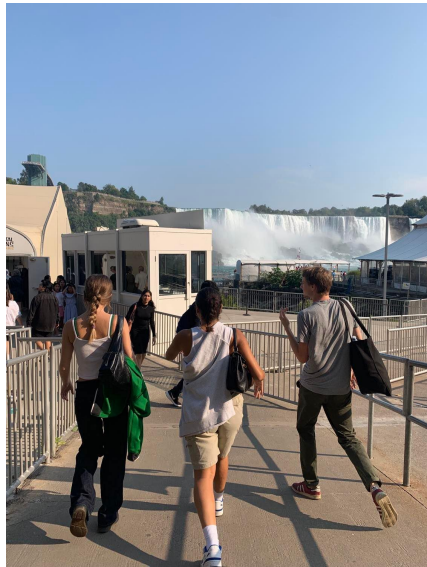


# Exchange Report

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- **Period of study:** 6th of September to the 18th of December



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## **Introduction**

A short introduction to the report, where you could describe, e.g. why did you choose to study abroad in the 6th semester and what were your expectations of your stay abroad.

For a long time I had the desire to go and study abroad and thereby get the opportunity to immerse myself in a new culture, and further expand my professional skills on an international level. Through my acquaintances, I knew several people who had themselves gone on a stay abroad in Toronto. Through those acquaintances I only heard positive things about the city and its many opportunities. When I further researched the possible destinations for my studies, TMU clearly stood out as one of the best qualified universities for my studies abroad in my 6th semester.

TMU provided new opportunities to develop myself as a professional. In addition, it would give me the opportunity to further develop my English vocabulary in an international environment and with the locals and the fellow students at Toronto Metropolitan University.

## **Experiences at the host university**

### *Course descriptions:*

#### Marketing Creative Industries (CRI540)

This course will be of interest to students who wish either to pursue a career in the Creative Industries or to advance their knowledge of strategic marketing in the context of a challenging, rapidly changing environment. It will examine the particular demands and techniques of marketing media products - films, TV shows, video games, books, magazines etc. - that are characterized by a short shelf life. The marketing of creative talent - the packaging and selling of celebrity artists - will be studied in the context of applicable consumption dynamics and changing global mechanisms for the promotion and distribution of creative goods.

### Corporate Communications (CMN 413)

How does a company communicate its reputation and image and manage these intangible features when damaged? Through examining high-level communication strategies and products, students develop sensitivity to the language, formats, and images organizations use to manage their concerns. Students also practice skills corporate communication professionals employ to communicate with a variety of audiences.

### Communication and Social Media (CMN 288)

Social media provides new opportunities for organizations to build relationships and engage audiences as co-creators through strategic use of relevant platforms to achieve persuasive and participatory communication goals. Students will study communication theory, promotional genres, and social media to understand the principles, benefits and ethics of these interactive, mobile, and immediate communication forms. This course integrates theory and practice; students will demonstrate their understanding of course content through their engagement with social media.

### Fashion Journalism (JRN 504)

Students learn how journalists cover the world of fashion - a creative and provocative specialty which combines aspects of business and cultural reporting. The course covers both understanding how these journalists do their work and analyzing the relationship between the fashion business and the practice of journalism. Students will be enrolled in sections with a view to the amount of journalism experience they bring to the course, and assignments will be tailored to these differing levels of experience.

### *Teaching methods and the teachers:*

In person: The courses that TMU offer are mainly in person but they also have ones that are both in-person and virtual, and then they have some that are asynchronous which means they are online only and either live on Zoom or prerecorded before the class.

Professors: I really liked all of my professors, but Yanina Chevtchouk who taught the CRI-540 class was great and I would highly recommend anybody join her marketing classes.

### *What I learned:*

I mainly learned about the differences in businesses in North America and Denmark which is really useful to know if you want to work for an international company in the future. Other than that I would recommend that you do your research on the courses that you want to take, but also change the courses that you don't like. You have the opportunity to change the courses that you don't find interesting, so I would recommend that you change the ones that don't find useful after trying them out. The same goes for the virtual classes. If you find the virtual classes hard to follow change them out, because you will get tired of them and unmotivated throughout the semester if not.

### **Social and cultural experiences**

My social and cultural experiences in Canada were amazing. I made a great group of friends with some of the other exchange students which I spent most of my time with in my stay in Canada. Before the semester starts TMU will have an orientation where you will meet and shortly get to know the other exchange students. This is unfortunately the only time you will have the chance to do so, so make sure you talk to people and get their information so you have the opportunity to get to know them better throughout the semester.

Be open and talk to people in your classes and at the orientation, so that you build a strong support system to rely on when you are so far away from loved ones.

I would recommend that you put aside some money so that you are able to experience Toronto and the rest of Canada and its beautiful nature. I took a trip to Banff national park and hiked with my group of friends, many others visited Quebec and I also took a trip to New York which is a cheap flight away from the city.

In Toronto I would recommend you explore Kensington and all the good food places and thrift shops. If the weather is nice go to the Toronto islands and get a tan and also go to all the free sports games that the school teams play during your semester.

### **Practical experiences**

Get a presto card and travel using all of the public transport when it's open and when it's not, use uber. If you take a trip and need a car the only way to rent a car is through the app Toro, because every other car rental will require you to pay with a canadian credit card.

### **Conclusion**

All in all I had the greatest experience. I met some great people who became my family away from home which I could not have gone without throughout my stay. professionally I definitely learned the differences in the marketing business in North America compared to Denmark which is a nice perspective to have in my career moving forward.