

Jean M. Grow, Ph.D.

jean.grow@marquette.edu . mobile +1-414-399-

Jean Grow Represents: 1985-1990

Broyles, Sheri J. and Jean M. Grow (2008), "Creative Women in Advertising Agencies: Why so Few 'Babes in Boyland'," *Journal of Consumer Marketing*, 15/1, 4-6.

Park, Jin Seong and Jean M. Grow (2008), "The Social Reality of Depression: DTC Advertising of Antidepressants and Perceptions of Prevalence," *Journal of Business Ethics*, 79/4, 379-393.

Grow, Jean M. (2006), "Stories of Community: The First Ten Years of Nike Women's Advertising," *American Journal of Semiotics*, 22/1-4, 165-194.

Grow, Jean M., Jin Seong Park and Xiaoqi Han (2006), "Your Life is Waiting: Symbolic Meanings in Direct-to-Consumer Antidepressant Advertising," *Journal of Communication Inquiry*, 30/2, 163-188.

Grow, Jean M. and Joyce M. Wolburg (2006), "Selling Truth: How Nike's Advertising to Women Claimed a Contested Reality," *Advertising & Society Review*, 7/2, online. Third most viewed article in 2007

Grow, Jean M. and Joyce M. Wolburg (2005), "Service Learning Across the Curriculum: A Collaboration to Promote Smoking Cessation," *Journal of Advertising Education*, 9/1, 5-18.

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Grow, Jean M., David Roca and Sheri J. Broyles (2010), "Where are the Women? Creative Voices from Spain and the United States." *Proceedings of the American Academy of Advertising International Conference*.

Grow, Jean M. (2008), "Sex in Consumer Culture: The Erotic Content of Media and Marketing," by Tom Reichert & Jacqueline Lambiase, for the *Journal of Advertising Education*.

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Grow, Jean M. (2004), "Nike and Its Public Relations Challenges," *Association for Education in Journalism and Mass Communication*, International Conference, Toronto, Canada.

Park, Jin Seong and Jean M. Grow (2003), "The Story of Depression," *Association for Education in Journalism and Mass Communication*, Kansas City, MO.

Grow, Jean M. (2002), "Subversive Tactics: The Creation of Early Nike Women's Advertising," *Association for Education in Journalism and Mass Communication*, Miami, FL.

Grow, Jean M. (2000), "Advertising Justice: Crossing Cultural Boundaries with the Commodification of Social Justice," *International Communication Association*, International Conference, Acapulco, Mexico.

Grow, Jean M. (2000), "Power, Gendered Images and Social Justice," *International Communication Association*, International Conference, Miami Beach, FL.

Grow, Jean M. (1998), "Codes of Conduct: Masked Images, Silent Voices," *Association for Education in Journalism and Mass Communication*, Baltimore, MD.

Grow, Jean M. (1997), "Advertising in Ukraine: Cultural Perspectives," *International Communication Association*, Montreal Canada.

Grow, Jean M. (1994), "Celebrities in Advertising, Altered Realities," *Wisconsin Communication Association*, Wisconsin Rapids, WI.

Grow, Jean M. (1993), "Soviet Propaganda Porcelain," *Wisconsin Communication Association*, Wisconsin Rapids, WI.

Invited Presentations

Grow, Jean M. (2018, May 22) "Few Women in Advertising Creative Departments Worldwide: A Five Year Longitudinal Study of Red Books Data." *Dutch Women in Media* sponsored by *nieuws.nl*, Amsterdam the Netherlands

Grow, Jean M. (2018, May 16), "Five Years of Red Books Data on Women in Advertising Creative Departments Worldwide." *Centre for Gender Research, Norwegian University of Science and Technology*, Trondheim Norway.

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Grow, Jean M.

Featured Scholar, "Jean Grow" in *Mad Women – A Herstory of Advertising*

Faculty Incentive Grant (2003), "The Story of Depression: An Investigation into the Discourse of Depression as Constructed in Direct-To-

Mayborn Literary Nonfiction Writers Conference (2009), *University of North Texas*. Denton, TX.

One Club Education Advertising Creative Summit (2008), *One Club*, New York, NY.

Demystifying Online NPO Marketing (2008) teleconference at *Medical College of*

Newsweek, "Reverse Marketology: Why Health and Beauty Companies Are Telling Us We'd be Just Fine Without Buying a Things," March 24, 2008.

Joy Cardin Show, Wisconsin Public Radio, "Legislating DTC Advertising of Pharmaceuticals," August 21, 2007.

Commercial Appeal, Memphis, TN, "Baby Boomer Aren't Refusing to Get Old, They're Just Redefining Aging

