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## Marketing Professor to Spend Two Weeks in Chicago with Energy BBDO

Winthrop University

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# Marketing Professor to Spend Two Weeks in Chicago with Energy BBDO

## Quick Facts

- Patwardhan is one of 16 professors selected by senior foundation staff, senior advertising agency representatives and academics to work with ad agencies in major advertising hotspots around the country.
- The placed professors will work with the host agency on specific accounts, make research presentations and acquire real-time knowledge about developments in advertising.



Hemant Patwardhan

ROCK HILL, S.C. - The **Advertising Educational Foundation** recently selected **Hemant Patwardhan**, an associate professor of marketing, to be a part of the **2010 Visiting Professor Program**. He will spend July 12-23 with **Energy BBDO**, a Chicago-based ad agency which is part of a global advertising company that focuses on brand building.

**Patwardhan** is one of 16 professors selected by senior foundation staff, senior advertising agency representatives and academics to work with ad agencies in major advertising hotspots around the country. The group was selected from a pool of 63 applicants.

The placed professors will work with the host agency on specific accounts, make research presentations and acquire real-time knowledge about developments in advertising. The goal of the program is to benefit the professors, the host agency and the students.

Professors will learn about new research ideas and the practitioner perspective of advertising. The host agency benefits by gaining new research insights through the professor's research agenda, while the students benefit as the professor brings the most recent practitioner perspective to the classroom.

**Patwardhan** said the program may also result in opportunities for advertising practitioners to be more involved in student learning at Winthrop.

His wife, **Padmini Patwardhan**, an associate professor in mass communication, participated in the program in 2006 and traveled to New York to work with DDB, a leading global ad agency.

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