

Professor, five students take week-long MBA at Cannes Festival

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"IT'S LIKE a week-long MBA," said William Ward of the latest assignment he has set his marketing, art and design students from New York's Alfred University - attending the Cannes Lions Festival. The five students do daily blogs of their experiences and, according to Ward, come away with a legion of lessons. "They are here to learn from the best," he said. "I've been bringing students here for seven years, and every year the Festival continues to improve." The industry is hungry to educate students, as you can see from the Roger Hatchuel Academy and the Young Lions Zone, and if any universities aren't bringing students here, they are really missing out."