

GO GLOBAL

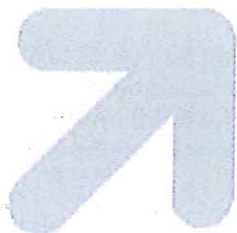


COMM 278: International Public Relations London, England Summer 2015

June 14-27

PROGRAM HIGHLIGHTS

- Learn about public relations from an international vantage point
- Earn three credit hours toward COMM, MARK, INTS or general elective credit
- Visit communication agencies, corporations, cultural institutions and nonprofit organizations
- Hear from professionals about the challenges of communicating globally
- Explore London's iconic sights and vibrant neighborhoods
- Led by Loyola School of Communication faculty member Dr. Marjorie Krivand



APPLICATION DEADLINE
Friday, March 23, 2015
Space is limited—
apply today!

FOR MORE INFORMATION
Visit: LUC.edu/studyabroad
Contact: Dr. Marjorie Krivand,
mkrivand@luc.edu or Kelly Heath,
kheath2@luc.edu or 773-508-7706

OFFICE FOR INTERNATIONAL PROGRAMS

Sullivan Center 206 • Lake Shore Campus • Chicago, IL 60660 • 773.508.7706 • LUC.edu/studyabroad

GOGLOBAL

LONDON SUMMER — FACULTY-LED PROGRAM

June 14-27

This program is organized by the Office for International Programs and the School of Communication.

*TENTATIVE CALENDAR:

- 3/23 Application deadline
- 6/14 Students arrive in London — Program start
- 6/27 Students depart — Program end

PROGRAM FEE OF \$1,790 INCLUDES:

- Housing (single room with shared bath)
- Breakfast daily
- Weekday lunches
- Welcome and farewell dinners
- CISI International health insurance
- On-site program support from Loyola faculty

TUITION FEE OF \$2,115 INCLUDES:

- 3 credit hours of Loyola summer term tuition

PROGRAM FEE DOES NOT INCLUDE:

- Round-trip airfare from Chicago to London
- Transportation to/from London airport and campus in London
- Public transportation in London
- Personal spending money and other incidental expenses
- Optional baggage and travel insurance
- \$100 OIP non-refundable application fee

SCHOLARSHIPS:

- 2 scholarships of \$2,500 will be awarded to students who demonstrate financial need
- The School of Communication is offering a \$300 scholarship for the first 8 people who apply and are accepted to this program.

HOUSING:

Students will stay in single rooms (with shared baths) in modern dorms at Queen Mary University of London in the city's lively East End. The rooms have free wifi and mini fridges, and the dorms are adjacent to scenic Regent's Canal and Mile End Park. The campus has 24-hour security and is a short ride by Underground to central London.

PROGRAM DESCRIPTION:

This intensive two-week course explores how public relations is defined and practiced in an era of globalization. As more companies become multinational and as public issues grow worldwide in focus, communication professionals work in an increasingly interconnected world. Students will learn how to navigate this new landscape through classes, discussion of real-world cases, guest speakers and field trips to communication agencies, corporations, cultural institutions and nonprofit organizations. The course helps prepare students for careers in public relations and advertising, communication, marketing, business, international studies and related fields. London is the perfect setting for the course because it is home to the European headquarters of one third of the world's largest companies and an international public relations hub.

COMM 278 International Public Relations:

This course counts as an elective for Advertising/Public Relations majors in the School of Communication, for Marketing majors and minors in the Quinlan School of Business and for International Studies majors in the College of Arts & Sciences. It also counts for general elective credit. No prerequisites are required.

Students who successfully complete the course will receive 3 credit hours.

TO APPLY:

Visit LUC.edu/studyabroadapp to complete the quick and easy online application!

As part of the online application you must upload a copy of your valid passport or passport application receipt and pay by credit card a \$100 non-refundable Office for International Programs (OIP) study abroad fee.

OFFICE FOR INTERNATIONAL PROGRAMS