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 intensive classes, discussion of real-world cases, guest speakers and field trips to communication agencies, corporations, cultural institutions and nonprofit organizations. The course will help prepare students for careers in public relations and advertising, communication, marketing, business, global and international studies and related fields.

For more information, please contact the program faculty leaders
Dr. Cheryl McPhilimy cmcphil@luc.edu
and
Lauren Sanchez lsanchez5@luc.edu

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