



# London, England Summer Faculty-Led Program

## DETAILS

### COURSE TITLE

COMM 278: International Public Relations

### TENTATIVE PROGRAM DATES

July 8 - 20, 2018

### COST

Tuition: \$2,310

Program Fee: \$1,500

Approximate Total Cost: \$3,810

### WHAT'S INCLUDED

Housing • Daily breakfast • Weekday lunches • Welcome and farewell dinners • On-site program support • Tuition

### APPLICATION DEADLINE

March 15, 2018

Apply online by visiting [LUC.edu/studyabroadapp](http://LUC.edu/studyabroadapp)

## HIGHLIGHTS

### Experience

London, an international public relations hub and home to one third of the world's largest companies, with Dr. David Kamerer, Associate Professor in the School of Communication, as your faculty leader.

**Learn** about public relations from an international vantage point and its real-life application through visits to London communication agencies, corporations, cultural institutions, and nonprofit organizations.

**Transform** your communication skills and deepen your knowledge about international public relations through in-class sessions and hearing from professionals about the challenges of communicating globally.

LOYOLA UNIVERSITY CHICAGO

**GLOBAL**  
study abroad

### FOR MORE INFORMATION, CONTACT:

Office for International Programs  
Lake Shore Campus • Sullivan Center 206  
[studyabroad@LUC.edu](mailto:studyabroad@LUC.edu) • 773-508-8399  
[LUC.edu/studyabroad](http://LUC.edu/studyabroad)

&

Dr. David Kamerer  
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[LUC.edu/soc](http://LUC.edu/soc)

# London, England Summer Global Faculty-Led

July 8 - 20, 2018



## TENTATIVE CALENDAR:

- 3/15 Application Deadline
- TBD Mandatory Pre-departure Orientation
- 7/08 Program begins
- 7/20 Program ends

## TUITION FEE: \$2,310

- 3 credit hours of Loyola summer session tuition. Graduate students will pay graduate tuition rate.

## PROGRAM FEE: \$1,500

Includes:

- Housing
- Daily breakfast
- Weekday lunches
- Welcome and farewell dinners
- On-site program support

## APPROXIMATE TOTAL COST: \$3,810

Does not include:

- Round-trip airfare (Chicago - London)
- Transportation to/from London airport and campus in London
- Public transportation in London
- Personal spending money
- Loyola international health insurance

## 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.

## COURSE INFORMATION:

COMM 278: International Public Relations (3 credits)

Fulfill Credit For:

- Elective for Advertising/Public Relations Majors
- Elective for International Studies Majors and Minors

No prerequisites required.

## COURSE INSTRUCTOR:

Dr. David Kamerer  
Associate Professor  
School of Communication

## APPLICATION DEADLINE:

March 15th, 2018

Visit [LUC.edu/studyabroadapp](http://LUC.edu/studyabroadapp) to complete the quick and easy online application!

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

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