



Global Summer School 2020

Learn. Create. Grow.

Creative Advertising

Course Description

Successful advertising today depends on so many factors, not to mention the right message in the right place at the right time. But none of this matters if you are not speaking to the right audience in the right language. In this program, students will be asked to perform as an advertising agency and work on a hands-on advertising project to appeal to a new audience.

This program will introduce students to some of the basics of the advertising field, and guide students toward the creative process of developing an advertising plan and implementation strategy. Students will need to research a company and a brand, and come up with a new target market and a viable advertising plan and creative solution. Throughout this intensive summer program, students will learn about various creative advertising techniques and examples. They will practice what they have learned by completing an advertising project.

The program also includes guest speakers who are advertising, media, PR and legal professionals and a visit to Leo Burnett Detroit, a branch of Leo Burnett Worldwide, the global advertising agency founded in 1935. Students will also tour WKAR, a public radio and TV station on MSU's campus.



Instructor

Dr. Janice Bukovac-Phelps is an Assistant Professor/Professor of Practice in the Department of Advertising and Public Relations at Michigan State University. She teaches the Principles of Advertising course, the first of the core courses in the advertising program.

July 15 to August 6:

Arrival and Check-In: July 15
MSU East Lansing Campus:
July 15 to July 29
East Coast Trip: July 30 to
August 6

Program Fee:

\$3,880



Visiting International Professional Program
MICHIGAN STATE UNIVERSITY

Spend an unforgettable summer at Michigan State University!

Course Schedule

All morning sessions from 9 am to 12 pm with 30-minute break

All afternoon sessions from 2 pm to 4 pm

	Mon 13	Tue 14	Wed 15	Thu 16	Fri 17	Sat 18	Sun 19
AM				Orientation	Intro to Advertising & Environment		
Lunch			Arrival & Check-in			Field Trip to Detroit	Field Trip to Ann Arbor & Tanger Outlet
PM				Campus Tour & Team Building	Tour of the Communication Arts & Sciences Building		
	Mon 20	Tue 21	Wed 22	Thu 23	Fri 24	Sat 25	Sun 26
AM	Regulation & Structure of the Industry	Understanding the Target Audience	Research & the Planning Process	Print Advertising	Field Trip: Leo Burnett	Field Trip to Lake Michigan	Free Time
Lunch							
PM	Business Library Tour/Group Project	VIPP Activity*	The Creative Process	VIPP Activity*			
	Mon 27	Tue 28	Wed 29	Thu 30	Fri 31	Sat 1	Sun 2
AM	DM, Sales Promo & OOH	Project Time	Last Class/ Student Presentation & Certification	East Coast Trip July 30 - Aug 6 (8 Days)			
Lunch			Packing				
PM	Sponsorship/PR	VIPP Activity*	Farewell BBQ				

Program Fee of \$3,880 Includes:



Priceless American college experience



Breakfast & lunch on MSU's campus



On-campus housing



Health insurance



Local transportation to & from all field trips



East Coast trip

NOTE: Fee does not include international or domestic airfare, MSU dinner, or any other living cost.

Admission Requirements: At least 18 years old, undergraduate student or master degree student at any accredited college, and intermediate English skills



APPLY TODAY!

Apply online at www.vipp.isp.msu.edu
 Apply before **May 31, 2020**.
 Contact us at vippmsu@msu.edu for further information.



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VIPP MSU