DIGITAL MEDIA CAMPAIGN

COURSE OUTLINE

We now live in a world of digital communication. Marketers believe that just being present digitally is enough, but it’s quite the opposite. Today, there is so much information flooding digital media that the message is not seen, or it’s ignored. Great ideas are the only solution. Great ideas let your message stand out and get noticed.

Digital Media Campaign is an intensive project-based program which will introduce students to the creative process of developing a digital media campaign from ideation to planning and creative implementation. Students will think up great ideas and work in a small group to develop a digital media campaign to promote an imaginary K-pop band’s tour in the U.S. from Los Angeles to New York. Each day, students will learn from examples of the best digital campaigns and how every form of digital media needs different strategies and ideas.

By collaborating on a hands-on project on a daily basis, from teaser campaigns to a short video production, international students will learn how to develop a creative social media and digital campaign for the U.S. markets. This entire process will be a fun ride, learning various media strategies and the ideation process.

The program features guest speakers who are advertising, media, or PR professionals and a visit to a local advertising agency, as well as WKAR, a public radio and TV station on MSU’s campus and other facilities in the MSU College of Communication Arts and Sciences.

KEY FEATURES

- More than 35 instructional hours including lectures, activities and field trips.
- Cultural field trips to Detroit, the University of Michigan in Ann Arbor, and Lake Michigan/sand dunes.
- One-week-long East Coast trip including Niagara Falls, Washington D.C. and New York City.
PROGRAM DATES • July 25 - August 13, 2022

<table>
<thead>
<tr>
<th>Date</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>JULY 24</td>
<td>Arrival in East Lansing and check-in at dorms</td>
</tr>
<tr>
<td>JULY 25 - AUGUST 6</td>
<td>Program at MSU East Lansing campus</td>
</tr>
</tbody>
</table>
| AUGUST 6 - 13 | East Coast Trip
   7 nights, 8 days

DAILY SCHEDULE
- All morning sessions will take place from 9:00 to 11:30 a.m.
- All afternoon sessions will take place from 2:00 to 4:00 p.m. unless noted otherwise.

INSTRUCTOR
Ross Chowles is professor of practice in the Department of Advertising and Public Relations at Michigan State University. Chowles and his independent advertising agency have received numerous awards from South African and international organizations, including Clio, Epica, and Cannes. He also has had the privilege of judging all over the globe, from Canada to South Korea and China.

FEES
- $4,000 USD
- Includes tuition, on-campus housing, MSU breakfast and lunch, local transportation related to the program, Detroit airport pick up (designated time only), health insurance, all field trips and all expenses of the East Coast tour (shared room)
- Fee does not include international or domestic airfare, MSU dinner, or any other living costs

ADMISSION REQUIREMENTS
- Must be at least 18 years old
- Undergraduate or graduate student in advertising, communications, digital media, marketing, or related disciplines
- Intermediate English skills

SUMMER SCHOOL AWARD
MSU Certificate of Global Young Professional Program (GYPP) by the Visiting International Professional Program and MSU College of Communication Arts and Sciences.

APPLICATION
Application opens on March 1, 2022 and closes on May 31, 2022.
Contact us at vippmsu@msu.edu for further information.

VIPP reserves the right to cancel the program or change the delivery to virtual.