

VIPP GLOBAL VIRTUAL WINTER SCHOOL *at Michigan State University*

# DIGITAL MEDIA CAMPAIGN

## COURSE DESCRIPTION

**Digital Media Campaign** is an intensive project-based online program which will introduce students to the creative process of developing a digital media campaign from ideation to planning and creative implementation.

This virtual exchange program will offer students an opportunity to enjoy cross-cultural collaborative learning and meaningful international experience without having to leave their countries.

Students will 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 pre-arrival to talk show appearance. 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. The international project team setting will provide all students a real opportunity for cross-cultural learning.

## DETAILS

### Fees and Payment

- \$800 per person
- Pay online
- Payment deadline is Jan 3, 2022
- No refund once the program starts

### Delivery Platform

- Zoom and D2L

### Program Dates

- 10 days in a 2-week period
- Tuesday, Jan 18 to Saturday, Jan 29, 2022

## HOW TO APPLY

Applications will open on Nov 1, 2021 and close on Dec 17, 2021.

Contact us at [vippmsu@msu.edu](mailto:vippmsu@msu.edu) for further information.

To apply, visit [vipp.msu.edu/winter](http://vipp.msu.edu/winter)



**CLASS TIME**

<b>TIME ZONE</b>	East Lansing, MI USA (EST)	Indonesia (Jakarta)	China Philippines Malaysia	Japan S. Korea
Local Time	8:00pm - 9:30pm	8:00am - 9:30am	9:00am - 10:30am	10:00am - 11:30am

## Notes:

- A total of 15 synchronous contact hours and approximately 15 hours of offline project time
- This course is equivalent to 1 credit at MSU but no official MSU credit will be awarded.

**COURSE FEATURES**

Capitalizing on advanced technology, this virtual Winter School program brings international college students together with MSU students, and offers a unique opportunity for cross-cultural collaborative learning and meaningful international experience without having to leave your homes. Its substantially lower program cost than traditional in-person programs will make the program more accessible to students around the world.

**INSTRUCTOR****ROSS CHOWLES**

*Professor of Practice  
College of Communication Arts and Sciences  
Advertising and Public Relations, Michigan State University*

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.

**ADMISSION REQUIREMENTS**

- Must be at least 18 years old
- Undergraduate students or Master's Degree students at any accredited college
- Intermediate English skills
- Any major
- Must have a modern laptop or desktop computer and access to a reliable internet connection
- Must have a webcam
- Commitment to participate in all scheduled online meetings and complete all assignments on time.

**Certification**

- A joint certificate by VIPP and MSU College of Communication Arts and Sciences

**Special Note**

- Students who attend this program will receive a \$300 discount when they apply for any future in-person Summer School Program.

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**APPLY TODAY!**

