

VIPP GLOBAL VIRTUAL SUMMER 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 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 July 15, 2021
- No refund once the summer school starts

Delivery Platform

- Zoom and D2L

Program Dates

- 10 days in a 2-week period
- Monday to Friday
August 9 to 20, 2021

HOW TO APPLY

Applications will open on May 15, 2021 and close on **June 15, 2021**.

Contact us at vippmsu@msu.edu for further information.

To apply, visit vipp.msu.edu/vippsummer



CLASS TIME

TIME ZONE	East Lansing, MI USA (EDT)	India	China Indonesia (Central time) Malaysia Singapore	Japan S. Korea
Local Time	8:00am - 9:30am	5:30pm - 7:00pm	8:00pm - 9:30pm	9:00pm - 10:30pm

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 FEATURE

Capitalizing advanced technology, this virtual Summer School program brings international college students together with MSU students, and offer 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 REQUIREMENT

- Must be at least 18 years old
- Undergraduate students or Master Degree student 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!

