London, England Summer Global Faculty-Led

**PROGRAM DETAILS**

**COURSE TITLE**
COMM 278: International Public Relations

**PROGRAM DATES**
June 26th - July 9th, 2016

**COST**
Tuition: $2,166
Program Fee: $1,875
Approximate Total Cost: $4,041

**WHAT’S INCLUDED**
Housing • Daily breakfast • Weekday lunches • Welcome and farewell dinners • On-site program support • Tuition

**APPLICATION DEADLINE**
March 15, 2016

Apply online by visiting LUC.edu/studyabroadapp

**PROGRAM HIGHLIGHTS**

**Experience**
London, an international public relations hub and home to one third of the world’s largest companies, with Dr. Marjorie Kruvand, 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**

FOR MORE INFORMATION, CONTACT:
Office for International Programs
Lake Shore Campus • Sullivan Center 206
kheath2@LUC.edu • 773-508-7706
LUC.edu/studyabroad

&
Dr. Marjorie Kruvand
School of Communication
mkruvand@LUC.edu • 312-315-7729
LUC.edu/soc
London, England Summer Global Faculty-Led
June 26th - July 9th, 2016

TENTATIVE CALENDAR:
3/15   Application Deadline
TBD   Mandatory Pre-departure Orientation
6/26   Depart U.S. for London
7/9    Return to the US

TUITION FEE: $2,166
- 3 credit hours of Loyola summer session tuition. Graduate students will pay graduate tuition rate.

PROGRAM FEE: $1,875
- Housing
- Daily breakfast
- Weekday lunches
- Welcome and farewell dinners
- On-site program support

APPROXIMATE TOTAL COST: $4,041

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 Marketing Majors and Minors
- Elective for International Studies Majors and Minors

No prerequisites required.

COURSE INSTRUCTOR:
Dr. Marjorie Kruvand
Associate Professor
Program Director, MS in Global Strategic Communication
School of Communication

APPLICATION DEADLINE:
Tuesday, March 15th, 2016

Visit 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.