

V I P P

VIRTUAL
SUMMER
SCHOOL
2022

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 online 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.

Students will be tasked to develop a creative idea using various digital media including Twitter, Facebook, Snapchat, Billboard, TikTok, etc. 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.

CREDIT OR CERTIFICATE OPTIONS

Students have the option to take this class as an MSU credit-bearing course or non-credit.

PROGRAM TYPE	FEE	CREDIT
CREDIT Upon successful completion, students enrolled for credit will receive a certificate and one (1) official MSU credit on their transcript.	\$1,047.25	One (1) MSU Credit <i>Pass or fail grade only</i>
NON-CREDIT Students will receive an MSU Certificate of Global Young Professional Program (GYPP) by the Visiting International Professional Program and MSU College of Communication Arts and Sciences.	\$800.00	Certificate

- Fees are in USD and are payable online
- Payment deadline is **August 1, 2022**
- No refund once the program commences



Visiting International Professional Program
MICHIGAN STATE UNIVERSITY

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LEARN WITH MSU AND INTERNATIONAL CLASSMATES

This virtual Summer School program provides an opportunity for international college students and MSU students to learn together in real-time. Enjoy cross-cultural collaborative learning and a meaningful international exchange experience with classmates from all around the world with this cost-effective way to study abroad.

PROGRAM DETAILS

DELIVERY PLATFORM	Zoom and D2L			
PROGRAM DATES	August 8 - 19, 2022 10 days over a two-week period			
CLASS TIMES <i>(Local times)</i>	<i>India</i>	<i>China Philippines Malaysia</i>	<i>S. Korea Japan</i>	<i>East Lansing, MI, USA (EDT)</i>
	5:30 P.M. to 6:50 P.M.	8:00 P.M. to 9:20 P.M.	9:00 P.M. to 10:20 P.M.	8:00 A.M. to 9:20 A.M.
<i>A total of 15 synchronous contact hours and approximately 15 hours of offline project time.</i>				

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. The program will also feature guest speakers who are advertising, media, or PR professionals.

ADMISSION REQUIREMENTS

- Open to high school seniors, undergraduate or graduate students at any accredited college
- Intermediate English skills
- Any major or discipline
- Must have a 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

APPLICATION

Application opens on May 9, 2022 and closes on July 1, 2022.

Payment deadline is August 1, 2022.

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

