

UNIVERSITA' CATTOLICA DEL SACRO CUORE & BOSTON UNIVERSITY
Summer Study in
“Interactive Marketing Communication, Public Relations and Event Management”
(July 17- August 8, 2009)

Program Director

Dr. Rossella Gambetti – Università Cattolica del Sacro Cuore

Program Objective

Over the course of three weeks participants will receive instruction in the areas of interactive marketing communication, events management and public speaking. Participants will learn the right consumer engagement strategies and techniques, the role of events in PR strategy and planning, effective public speaking techniques and how to prepare and deliver an informative and persuasive presentation.

Program Requirements and Limitations

Applicants may ONLY be students currently registered within the Facoltà di Scienze Linguistiche e Letterature Straniere (following the course programs of LS “Management internazionale” and LS “Gestione delle organizzazioni turistiche”) and Interfacoltà Economia/Lettere (following the course program of LS “Comunicazione d’Impresa”).

English proficiency will be tested during an interview conducted in English or through a written test. Furthermore, applicants will be asked to demonstrate general motivations and interest in studying interactive marketing communication, PR and event management.

Program Dates

Arrival at BU on Friday July 17; courses start July 20 and run through August 7; departure from BU, August 8. Students may not arrive earlier or prolong their stay at BU.

“Interactive Marketing Communication, Public Relations and Event Management” Summer Study Coursework

Venue:

Boston University
College of Communication
Department of Mass Communication, Advertising and Public Relations

Duration: 3 weeks

Lesson hours: 75 hours, that is 5 hours a day for 5 days a week (Monday to Friday)

Courses:

- **Interactive marketing communications (Professor Tom Fauls) (30 hours)**
 - interactive consumer engagement strategies and tactics (e.g. user generated contents, viral communication campaigns, social networking, blogs and online communities, web interactive platforms, etc.)
- **Event management (Professor Steve Quigley) (30 hours)**
 - the role of events in a PR strategy and plan
 - event management (event idea, event creative concept, location choice, planning and budgeting, execution, control and reporting of events, the relationship between company and PR agency in event management)
- **Oral presentation (Professor Tobe Berkovitz) (15 hours)**
 - Effective public speaking techniques
 - Preparation and delivery of informative and persuasive presentations.

Lesson typology: both theoretical and practical lessons, with group assignments and project works

Visits/Excursions:

There will be visits to a variety of Boston-based public relations and marketing firms as part of the course. There will be a visit to one or two event planning firms and venues. The program includes also a welcome reception and a “graduation” reception at Boston University.