

UNIVERSITÀ CATTOLICA DEL SACRO CUORE & MICHIGAN STATE UNIVERSITY
Summer Study in
“Advertising, Public Relations and Consumer behavior”
(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 advertising strategy and tactics, public relations strategy, planning and execution, and consumer behaviour principles.

Program Requirements and Limitations

Applicants may only be students currently registered within all courses of the *Facoltà di Scienze Linguistiche e Letterature Straniere*.

Selection will be based on the students' average grade and grade in “Economia e tecnica della comunicazione aziendale” for those who have taken the course.

Program Dates

July 18: Arrival

July 20: Beginning lectures

August 7: End lectures

August 8: Departure MSU

“Advertising, PR and Consumer behaviour” Summer study coursework

Each course will be broken into 10 class periods. Classes will be twice a day and meet for 2 hours and 30 min. Class time will include case study, expert guest lecturers, group discussion and assignments, and interactive activities and research.

Course 1: Creative Strategies in Advertising

- Psychology of the Creative Process
- Creativity in Modern Advertising
- Strategies for Creativity
- Research Elements and Approaches in Advertising and PR
- Methods of ADV Research: Field Observations and Case Studies, Content Analysis, Focus Groups, and Survey Research

Course 2: Public Relations Strategy

- Dominant Theories of Public Relations
- Techniques of Effective Communication
- Media Relations
- Event Management
- Crisis Management
- Governmental Relations

Course 3: Consumer Behavior

- Affect and Cognition and Marketing Strategy
- Behavior and Marketing Strategy
- Consumer Analysis
- Research Methods in Advertising and Public Relations

Weekend Excursions/Activities

- 3 nights in Chicago (excursions to Chicago Blues music venue, River Boat tour on Lake Michigan and **a visit to the largest PR agency group in the world: Edelman Group**)
- Lansing Lugnuts Baseball Game
- Ann Arbor (dinner & entertainment)
- Beach Day at South Haven, on Lake Michigan