Students will focus on learning from the most prestigious international advertising award shows and understanding the global and diverse cultural ideas addressed in award winning international advertising. The Award Shows to be studied and attended are: Cannes Lions in Cannes, France and D&AD in London, UK. Students will also be participating in field projects with ad agencies and the curriculum designed to address how to create compelling strategies, develop creative big ideas, and execute award-winning campaigns. Other locations we may visit include Paris, greater England, Spain, and the French and Swiss Alps.

DATES
16 June–31 July 2023 (dates are approximate)

HOUSING
Students will stay in a variety of housing accommodations that may include university dorms, hotels and apartments.

COURSES
Students will register for 6 credit hours during the program from the following courses:
COMMS 382—Issues in Global Communications (3 credit hours)
COMMS 498R—Special Projects in Communications (3 credit hours)

COST
$6,500–7,000
Includes Latter-day Saint, undergraduate full tuition (increased cost for graduate and non-Latter-day Saint students), housing, advertising award show registrations, sponsored excursions, admission to cultural sites and events, most in-country transportation, and international health insurance coverage.

Does not include airfare, personal expenses, and meals.

**TRAVEL**

Students are responsible for purchasing their own airfare to and from the program sites. Airline reservations must be made through BYU Travel. Students should contact a BYU Travel agent.

BYU Travel  
280 HRCB | (801) 422-6293 | travel@byu.edu

**PREPARATION**

Students participating in this experience must be accepted in the creative track or strategy track of the advertising program and have experience working in the Adlab prior to the program.

Accepted students are required to participate in an international, cross-cultural preparation course (IAS 201, 1 credit hour). This evening course will be held during the second block of winter semester 2023. Part-time and non-BYU students will need to pay an additional tuition fee for enrolling in the prep class.

Students must meet all country- and program-specific COVID and health requirements for travel.

**FUNDING SOURCES**

Regular BYU tuition scholarships, Pell Grants, and Federal Insured Student Loans may be applied to study abroad programs.

Students who submit the financial aid section of the ISP application and who have a current FAFSA form on file at the Financial Aid Office (A-41 ASB) will be considered for a study abroad scholarship and may be considered for other scholarships. Students must indicate on their original online application that they want to be considered for financial aid.

Academic departments and colleges may assist with scholarships and grants. The School of Communications application deadline for scholarships and awards is February 1 (see comms.byu.edu/scholarships-awards/).

Private grants and scholarships outside of BYU may also assist (see kennedy.byu.edu/scholarships).

**APPLICATION PROCESS**

Students must be 18 years-of-age or older to participate.  
Complete the online application at kennedy.byu.edu/apply. A nonrefundable $35 application fee is required.  
Applicants will be interviewed once the application is complete.  
Students will be notified via e-mail of their acceptance into the program.

**Deadline: 16 January 2023**

**FACULTY**

Jeff Sheets, Director  
Professor, Communications  
347B BRMB  
(801) 422-3524  
jeff_sheets@byu.edu

**SCHEDULE AND TIME COMMITMENT**

Students should plan to be in Cannes on June 16. The program will end on July 31 in Paris. Students should refrain from scheduling late arrivals or early departures.

**INTERESTED STUDENTS SHOULD CONTACT**

International Study Programs  
101 HRCB | (801) 422-3686  
isp@byu.edu | kennedy.byu.edu/isp

**PROGRAM ADJUSTMENTS**
International Study Programs (ISP) reserves the right to cancel this program, revise its offerings, or make any adjustments to the preliminary cost. If it becomes necessary for ISP to cancel a program, all program payments made to BYU ISP will be refunded to the student’s BYU Financial account. ISP is the only office authorized to cancel any of its programs.