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 curriculum designed to address how to create compelling strategies, develop creative big ideas, and execute award-winning campaigns. Other locations we may visit include Italy, greater England, Netherlands, Belgium, Germany, Austria, and the Dolomites.

DATES
14 June–3 August 2024 (approx.)

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)

Students may not take any other courses on this program, including BYU Online courses, without approval by the program director and ISP.

COST
$7,000–7,500

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, or 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 201R, 1 credit hour). This course will be held during the second block of winter semester 2024. 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.

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.

The first payment is due upon acceptance. Please refer to the 2024 Payment Information page.

**Application Deadline: 15 January 2024**

**FACULTY**

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

Quint Randle    Associate Professor, Communications    332 BRMB    (801) 422-1694    quint_randle@byu.edu

**SCHEDULE AND TIME COMMITMENT**

Students should plan to be in Cannes on 14 June. The program will end on 3 August in Venice. 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.