

ADVERTISING INTERNATIONAL AWARD SHOWS

STUDY ABROAD SUMMER 2025



Students will focus on learning from the most prestigious international advertising award shows and understanding the global and diverse cultural ideas and narratives addressed in award-winning international advertising campaigns. First, we will attend Cannes Lions in Cannes, France and later D&AD in London, UK. Students will also be participating in personal and/or portfolio projects and curriculum designed to address how to develop creative big ideas and compelling narratives. Other locations we may visit include Italy, greater England, the Netherlands and Paris.

DATES

13 June–22 July 2025 (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:

COMMS 371R—Special Topics “Issues in Global Advertising” (3 credit hours; counts as Requirement 5)

COMMS 498R—Special Projects in Communications (3 credit hours; counts as Requirement 7)

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

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, 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.

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 2025. 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.

International study programs are physically, emotionally, and mentally taxing and you must be in good health to participate. These programs often take place in international locations that do not have the same level of safety and services in terms of transportation, living conditions, residential accommodations, food, public behavior, and policing that you may be used to on campus. If you have further questions or concerns on this, please see <https://kennedy.byu.edu/isp-travel-policy>.

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 1 February (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 Payment Information page.

Application Deadline: 15 January 2025

FACULTY

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SCHEDULE AND TIME COMMITMENT

Students should plan to arrive in Cannes on 13 June. The program will end around 23 July. 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.