

ADVERTISING INTERNATIONAL AWARD SHOWS

STUDY ABROAD SUMMER 2022



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, Rome, Florence, Venice, Milan and other sites.

DATES

17 June–8 August 2022 (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 371R Special Topics in Advertising (3 credit hours)

COMMS 382 Issues in Global Communications (3 credit hours)

COST

\$6,200–6,800

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.

Not included: 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 planning to register for Comms 371R and 382 should ideally be accepted in the creative track or management track of the advertising program and have experience working in the Adlab prior to the program. Non-communication majors should meet with the program director prior to ensure that they have completed equivalent courses that would give them the appropriate skill proficiencies for 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 2022. Part-time and non-BYU students will need to pay an additional tuition fee for enrolling in the prep class.

All participants are required to show proof of complete COVID-19 vaccination (including booster) at least two weeks prior to departure.

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. The first payment is due upon acceptance. Please refer to the 2022 Payment Information document (see <https://kennedy.byu.edu/isp-forms/ISPPayments2022.pdf>).

Deadline: 15 January 2022

FACULTY

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

SCHEDULE AND TIME COMMITMENT

Students should plan to be in Cannes on June 17. The program will end on August 8. 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.