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 virtually are The Cannes Lions International Festival of Creativity in Cannes, France; D&AD in London, UK; and The One Club for Creativity One Show and ADC in NYC. Students will also be participating in creative projects with the curriculum designed to address how to create compelling strategies, develop creative big ideas, and execute award-winning campaigns. Other locations we may virtually visit include Paris, Amsterdam, Rome, Florence, and others.

DATES
21 June–12 August 2021 (dates are approximate)

HOUSING
Students will be responsible for their own housing.

COURSES
Students will register for 6 credit hours during the program from the following courses:
COMMS 370R Special Topics in Communications (3 credit hours)
COMMS 398R Special Projects in Communications (3 credit hours)

COST
$1,493 (tuition only)
Includes Latter-day Saint, undergraduate full tuition (increased cost for graduate and non-Latter-day Saint students), virtual advertising award show registrations.

**TRAVEL**
This program is a virtual program and does not include travel.

**PREPARATION**
Students planning to register for COMMS 370R and 398R should ideally be accepted in the creative 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.

**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.

**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 2021 Payment Information document (see https://kennedy.byu.edu/isp-forms/ISPpayments2021.pdf).
**Deadline: 16 April 2021**

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

**SCHEDULE AND TIME COMMITMENT**
Students should plan to attend the virtual versions of the Cannes Lions and D&AD and schedule will be provided when it becomes public and published on June 18.

**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.