Summer Programs

Boston University
Boston, Massachusetts, USA
Interactive Marketing Communication, Public Relations and Event Management

**Posizionamento nel rankings:** QS University Ranking: #98

**Facoltà:**
- Economia
- Interfacoltà CIMO
- Psicologia
- Scienze linguistiche e letterature straniere

**Il programma:** Programma di 3 settimane per approfondire tre aree tematiche principali: Interactive marketing communication, Events management e Public speaking. I partecipanti apprenderanno le strategie e le tecniche mirate all’engagement del cliente, il ruolo chiave degli eventi nelle PR, e l’importanza di saper parlare in maniera persuasiva e convincente, attraverso l’analisi delle tecniche del public speaking. Visualizza il contenuto dettagliato dei corsi alle pagine seguenti.

**Date:** 13 - 31 luglio 2020

**Chiusura iscrizioni:** 7 aprile 2020

**Scholarship:** 20 scholarship del valore di € 1.000

**Costo:** € 4.499, che include:
- orientamento e supporto in fase di iscrizione ai corsi presso Boston University
- assistenza nella fase prima della partenza
- iscrizione e frequenza ai 3 corsi
- certificato ufficiale di frequenza, con voti degli esami
- alloggio in camera doppia e vitto completo (19 pasti alla settimana)
- reception di benevenuto e farewell dinner

Sono invece esclusi dal costo del programma e quindi a carico dello studente:
- volo a/r
- costo della tassa ESTA (circa 15 dollari) - ogni studente è tenuto a verificare la validità del proprio passaporto
- quanto non espressamente specificato

Per un costo aggiuntivo, di circa € 600, che verrà confermato una volta noto il numero di partecipanti al programma, sarà possibile prendere parte a due gite organizzate durante i weekend:
- visita in giornata a Martha’s Vineyard
- weekend a New York

**Accommodation:**
Alloggio on campus in camere doppie o triple con bagno condiviso sul piano e 10 pasti alla settimana, nelle mense universitarie. **Check-in:** 10 luglio | **Check-out:** 1 agosto

**Student Safety Package:** Oltre ad offrire una copertura assicurativa, Università Cattolica dà la possibilità di scaricare l’App “Safety Check Students” per la geo-localizzazione e per le comunicazioni istantanee in caso di emergenza.

**Livello linguistico:** È richiesto un livello di inglese B1.2. Leggi indicazioni sulle certificazioni riconosciute e i test da effettuare.

**Approvazione CFU:** Leggi la procedura di richiesta approvazione esami della tua facoltà

Completa l’iscrizione online
Al termine controlla di aver ricevuto nella tua casella @icatt l’email di conferma iscrizione.

Effettua il pagamento dell’application fee di 35€ (non rimborsabile).
Summer Program 2020 Boston University - Interactive Marketing Communication, Public Relations and Event Management

PROGRAM OBJECTIVE

Over the course of three weeks participants will receive instruction in the areas of interactive marketing communication, events management and public speaking. Participants will learn the right consumer engagement strategies and techniques, the role of events in PR strategy and planning, effective public speaking techniques and how to prepare and deliver an informative and persuasive presentation.

COURSES DESCRIPTION

Course 1

Interactive marketing communications, Prof. Todd Van Hoosear (30 hours 4 credits):
Interactive consumer engagement strategies and tactics (e.g. user generated contents, viral communication campaigns, social networking, blogs and online communities, web interactive platforms, etc.).
This course explores the evolution of interactive marketing and the vital role new digital technologies play in planning and implementing marketing communication campaigns. Students will learn how digital and social media are revolutionizing advertising, public relations, and corporate communications. Specific topics will include SEO (search engine optimization) and SEM (search engine marketing), database and email marketing, community management, emerging social media strategies and platforms and the future of marketing. Students will work on team projects to design and present interactive marketing campaigns. The class will visit several major advertising and digital marketing agencies in the Boston area.

Course 2

Event Planning and Promotion
Prof Steve Quigley and Prof Amy Kimball (30 hours 4 credits):
The role of events in a PR strategy and event planning management (event idea, event creative concept, location choice, planning and budgeting, execution, control and reporting of events, the relationship between company and PR agency in event management).
Students will learn how professionals plan, manage and promote special events ranging from corporate conferences to fundraising galas to wedding receptions. Event planning topics will include budgeting, site evaluation and selection, food and beverage planning.
design/decor fundamentals, event budgeting and evaluation. Promotion topics will include marketing and public relations fundamentals, working with media, social media and promotion, creative storytelling, and inbound marketing. Students will visit multiple event locations in Boston as well as visiting various public relations and marketing companies for tours and guest lectures.

Course 3
Oral presentation, Prof. R.D. Sahl, 15 hours:
Effective public speaking techniques; preparation and delivery of informative and persuasive presentations. What is the essence of powerful storytelling? That is the fundamental question addressed in this course. Student will learn basic presentation skills that will assist them in presenting to a large audience, managing television interviews and handling one-on-one interviews effectively. Through lectures, class exercises and team presentations in Boston University's television studio, students will learn how to craft and deliver multi-media stories with emphasis on television. On-camera exercises will provide students opportunities to use the "4 C's" to deliver effective presentations: Be competent, confident, calm and compassionate.

Lesson typology: both theoretical and practical lessons, with group assignments and project works.

Welcome Reception and Social Activities:
In addition to the above courses, students will be welcomed to Boston with an informal reception providing students and faculty the opportunity to get to know each other on a personal level.

Optional trips are available as well:
-Martha's Vineyard: a one-day trip to to explore one of New England's most beautiful island communities. A bus picks students up in front of their dormitory early on Saturday morning and returns students to campus late that evening.
-Weekend in New York City: students leave by bus early Friday morning and return to campus late Sunday evening. Hotel accommodations are arranged in central Manhattan and students are free to explore the city on their own.
-Graduation Ceremony:
-a final ceremony takes place on the last day of the program allowing students and faculty to celebrate the time together in Boston.