

**Short-Term Field Study Program Information**

**Please provide the following information:**

Field Study Program Name: ADPR in NYC Maymester Program  
 Field Study (FSTY) Course ID: FSTY 1001  
 Field Study (FSTY) Course CRN: TBD  
 Semester Program will be Offered: Maymester 2023  
 Part of Term (Select Part of Term that most closely aligns with program dates)\* : May Session  
[Click Here for Part of Term Dates \("Classes Begin" and "Classes End"\)](#)

Location of Field Study: New York City, New York  
 Program Director/Contact Name: Kirsten L. Strausbaugh  
 Program Director/Contact Phone Number: 678-612-1635  
 Program Director/Contact Email Address: [kstrausb@uga.edu](mailto:kstrausb@uga.edu)  
 Program Start Date (First meeting with enrolled students ): Tuesday, May 16, 2023  
 Program End Date (Last meeting with enrolled students ): Tuesday, June 6, 2023  
 Travel Start Date: Sunday, May 21, 2023  
 Travel End Date: Saturday, May 27, 2023  
 Anticipated Number of Total Students Participating in Program: 16  
     Anticipated Number of UGA Students: 16  
     Anticipated Number of Transient Students: 0  
 Anticipated Number of Undergraduate Students in the Program: 14  
     Total Number of Credit Hours Taken by Each Undergraduate Student: 3  
 Anticipated Number of Graduate Students in the Program: 2  
     Total Number of Credit Hours Taken by Each Graduate Student: 3

**Please list each course offered through the program on a separate row below:**

Course Title	Course Prefix	Course Number	Credit Hours	Schedule Type	Instructor(s)	Department of Instructor(s)	Course Start Date	Course End Date	Total Lecture Hours	Total Field/ Lab Hours	Total Contact Hours**
Seminar in Advertising and Public Relations	ADPR	5990/7990*	2	Seminar	Kirsten Strausbaugh	Advertising & Public Relations	5/16/2023	6/6/2023	30.0	0.0	30.0
Advertising and Public Relations Field Study	ADPR	5991/7991	1	Seminar	Kirsten Strausbaugh	Advertising & Public Relations	5/21/2023	5/27/2023	0.0	40.0	20.0

\*Course takes place on UGA Campus.

**Please also complete the Academic Itinerary found on the second worksheet of this document.**

\*\*Total Contact Hours = Total Lecture Hours + Total Field Hours  
 Courses require 12.5 contact hours for each credit hour earned

For questions, please contact the Office of Curriculum Systems at [csfieldstudy@uga.edu](mailto:csfieldstudy@uga.edu) or 706-542-6358.

**Academic Itinerary**

**Field Study Program Name:** ADPR Maymester in New York  
**Field Study (FSTY) Course ID:** FSTY 1001  
**Program Start and End Dates:** 5/16/2023 - 6/6/2023, trip to NYC 5/21/2023 - 5/27/2023  
**Instructors and Courses Taught:**

Instructor	Course(s) Taught
Kirsten L. Strausbaugh	ADPR 5990/7790 & ADPR 5991/7991

\*All courses should be taught independently. Please include individual class days and times for each course.  
 \*\*If multiple courses are offered in the program, please use a new column for each course.

Date/Time	Activity Description*	Instructor(s)	Contact Hours			
			ADPR 5990/7790		ADPR 5991/7991	
			Lecture	Field/ Lab	Lecture	Field/ Lab
May 16 - 19, 2023	On-campus lecture	Kirsten L. Strausbaugh	12.0	0.0		
Sunday, May 21, 2023	Students arrive in NYC					
Monday, May 22, 2023	NYC agency tours in AM (3.5 hrs) and PM (3.5 hrs) with lunch break. Agencies TBD.	Kirsten L. Strausbaugh				7.0
Tuesday, May 23, 2023	NYC agency tours in AM (3.5 hrs) and PM (3.5 hrs) with lunch break. Agencies TBD.	Kirsten L. Strausbaugh				7.0
Wednesday, May 24, 2023	NYC agency tours in AM (3.5 hrs) and PM (3.5 hrs) with lunch break. Agencies TBD.	Kirsten L. Strausbaugh				7.0
Thursday, May 25, 2023	NYC agency tours in AM (3.5 hrs) and PM (3.5 hrs) with lunch break. Agencies TBD. Networking event in evening (date TBD).	Kirsten L. Strausbaugh				12.0
Friday, May 26, 2023	NYC agency tours in AM (3.5 hrs) and PM (3.5 hrs) with lunch break. Agencies TBD.	Kirsten L. Strausbaugh				7.0
Saturday, May 27, 2023	Students depart NYC					
May 30 - Jun 6, 2023	On-campus lecture	Kirsten L. Strausbaugh	18.0	0.0		
<b>Total Hours</b>		Total Lecture Hours Total Field/ Lab Hours	30.0 0.0	0.0	0.0	40.0
<b>Total Contact Hours</b>			<b>30.0</b>		<b>20.0</b>	

*Total Contact Hours = Total Lecture Hours + (Total Field Hours / 2)  
 Courses require 12.5 contact hours for each credit hour earned*

*Initial academic itineraries are understood to be tentative and subject to change. Please be as specific and accurate as possible.*

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