

**Short-Term Field Study Program Information**

**Please provide the following information:**

Field Study Program Name: ADPR in NYC Maymester  
Field Study (FSTY) Course ID: FSTY 1001  
Field Study (FSTY) Course CRN: 68912  
Semester Program will be Offered: Summer 2025  
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 13, 2025  
Program End Date (Last meeting with enrolled students): Tuesday, June 3, 2025  
Travel Start Date: Sunday, May 18, 2025  
Travel End Date: Saturday, May 24, 2025  
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	CRN(s)	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	TBD	2	Seminar (IN ATHENS)	Kirsten Strausbaugh	Advertising & Public Relations	5/13/2025	6/3/2025	30.0	0.0	30.0
Advertising and Public Relations Field Study	ADPR	5991/7991	TBD	1	Seminar	Kirsten Strausbaugh	Advertising & Public Relations	5/18/2025	5/24/2025	0.0	40.0	20.0

\*Please work with department schedulers and OIE to ensure that all academic courses are scheduled in the same Part of Term as the program FSTY course.

**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 in NYC Maymester

**Field Study (FSTY) Course ID:** FSTY 1001

**Program Start and End Dates:** 5/13/2025 - 6/3/2025

**Instructors and Courses Taught:**

<u>Instructor</u>	<u>Course(s) Taught</u>
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 5991/7991	
			Lecture	Field/ Lab
Pre-Departure	On-Campus Lecture	Kirsten L. Strausbaugh		
On Trip	Students arrive in NYC			
On Trip	NYC agency tours in AM (3.5 hrs) and PM (3.5 hrs) with lunch break. Agencies TBD.	Kirsten L. Strausbaugh		7.0
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On Trip	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
On Trip	NYC agency tours in AM (3.5 hrs) and PM (3.5 hrs) with lunch break. Agencies TBD.	Kirsten L. Strausbaugh		7.0
On Trip	Students depart NYC			
Post-Trip	On-campus lecture	Kirsten L. Strausbaugh		
<b>Total Hours</b>		Total Lecture Hours	0.0	
		Total Field/ Lab Hours		40.0
<b>Total Contact Hours</b>			<b>20.0</b>	

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

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