

Short-Term Study Abroad Program Information

Please provide the following information:

Study Abroad Program Name: Grady - Cannes Lions Festival
 Study Abroad (SABD) Course ID: SABD 1089
 Study Abroad (SABD) Course CRN: TBD
 Semester Program will be Offered: Summer 2024
 Session (Select Session that most closely aligns with program dates)* : Short Session I (6/5 - 6/29)
 Program Director/Contact Name: Dr. Nate Kohn and Dr. Juan Meng
 Program Director/Contact Phone Number: Kohn: 706-338-2493 / Juan Meng: 706-542-2173
 Program Director/Contact Email Address: nkohn@uga.edu / jmeng@uga.edu
 Program Start Date (First meeting with enrolled students): 6/8/2024
 Program End Date (Last meeting with enrolled students): 6/29/2024
 Travel Start Date: 6/7/2024
 Travel End Date: 6/29/2024
 Anticipated Number of Total Students Participating in Program: 56
 Anticipated Number of UGA Students: 54
 Anticipated Number of Transient Students: 2
 Anticipated Number of Undergraduate Students in the Program: 54
 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**
Advertising and Public Relations Study Abroad - Global Advertising and Marketing (section 1)	ADPR	5992/7992	1.5	Lecture	Dr. Juan Meng	Advertising and Public Relations	6/8/2024	6/29/2024	13.5	32.5	29.75
Advertising and Public Relations Study Abroad - Global Advertising and Marketing (section 2)	ADPR	5992/7992	1.5	Lecture	Dr. Nate Evans	Advertising and Public Relations	6/8/2024	6/29/2024	13.5	32.5	29.75
Advertising and Public Relations Study Abroad - Advertising and Campaign Analysis (section 1)	ADPR	5992/7992	1.5	Lecture	Dr. Nathaniel Kohn	Entertainment and Media Studies	6/8/2024	6/29/2024	13.5	32.5	29.75
Advertising and Public Relations Study Abroad - Advertising and Campaign Analysis (section 2)	ADPR	5992/7992	1.5	Lecture	Dr. Kirsten Strausbaugh	Advertising and Public Relations	6/8/2024	6/29/2024	13.5	32.5	29.75

*Please work with department schedulers and OIE to ensure that all academic courses are scheduled in the same Session as the program SABD course.

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

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

For questions, please contact the Office of Curriculum Systems at currsys@uga.edu or 706-542-6358.

FY24 Academic Information

Study Abroad Program Name: Grady - Cannes Lions Festival
Study Abroad Course ID: SABD 1089
Program Start and End Dates: 6/8/2024 - 6/29/2024
Instructors and Courses Taught:

Instructor	Course(s) Taught
Dr. Nathaniel Kohn	ADPR 5992/7992
Dr. Juan Meng	ADPR 5992/7992
Dr. Nate Evans	ADPR 5992/7992
Dr. Kirsten Strausbaugh	ADPR 5992/7992

*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 5992/7992 Kohn		ADPR 5992/7992 Meng		ADPR 5992/7992 Evans		ADPR 5992/7992 Strausbaugh	
			Lecture	Field/ Lab	Lecture	Field/ Lab	Lecture	Field/ Lab	Lecture	Field/ Lab
Spring 2024 - TBD	Pre-departure									
3:00 - 5:00pm	Program orientation	Dr. Kohn	0.5							
		Dr. Meng			0.5					
		Dr. Evans					0.5			
		Dr. Strausbaugh							0.5	
Monday, June 10, 2024	Day 1: On-site orientation									
9:00 - 11:00am	General In-country Orientation	Dr. Kohn/Meng/Evans/Strausbaugh	0.5		0.5		0.5		0.5	
11:00 - 12:00pm	Course orientation/introduction	Dr. Kohn	1.0							
11:00 - 12:00pm	Course orientation/introduction	Dr. Meng			1.0					
1:00 - 2:00pm	Course orientation/introduction	Dr. Evans					1.0			
1:00 - 2:00pm	Course orientation/introduction	Dr. Strausbaugh							1.0	
Tuesday, June 11, 2024	Day 2: Cannes									
10:00 - 12:00p	Class	Dr. Kohn	1.0							
10:00 - 12:00p	Class	Dr. Meng			1.0					
1:00 - 3:00p	Class	Dr. Evans					1.0			
1:00 - 3:00p	Class	Dr. Strausbaugh							1.0	
Wednesday, June 12, 2024	Day 3: Cannes									
10:00 - 12:00p	Class	Dr. Kohn	1.0							
10:00 - 12:00p	Class	Dr. Meng			1.0					
1:00 - 3:00p	Class	Dr. Evans					1.0			
1:00 - 3:00p	Class	Dr. Strausbaugh							1.0	
Thursday, June 13, 2024	Day 4: Cannes									
10:00 - 12:00p	Class	Dr. Kohn	1.0							
10:00 - 12:00p	Class	Dr. Meng			1.0					
1:00 - 3:00p	Class	Dr. Evans					1.0			
1:00 - 3:00p	Class	Dr. Strausbaugh							1.0	
3:00 - 5:00p	Walking tour of festival	Dr. Kohn/Meng/Evans/Strausbaugh		0.5		0.5		0.5		0.5
Friday, June 14, 2024	Day 5: Cannes									
	Classes Meeting Together									
9:00 - 10:00a	Class	Dr. Kohn/Strausbaugh	1.0					1.0		
10:00 - 11:00a	Class	Dr. Evans/Dr. Meng			1.0					1.0
Saturday, June 15, 2024	Day 6: Cannes - NO CLASS									
Sunday, June 16, 2024	Day 6: Cannes - NO CLASS									
9-11am	Walking tour to Festival to pick up badges	Dr. Kohn/Meng/Evans/Strausbaugh		1.0		1.0		1.0		1.0
Monday, June 17, 2024	Day 8: Cannes									
9:00a - 10:00a	Class	Dr. Kohn/Strausbaugh	0.5							0.5
10:00a - 11:00a	Class	Dr. Evans/Dr. Meng			0.5			0.5		
11:00a - 5:00p	At Cannes Lions festival	Dr. Evans/Dr. Meng		3.0		3.0				
11:00a - 5:00p	At Cannes Lions festival	Dr. Kohn/Strausbaugh						3.0		3.0
Tuesday, June 18, 2024	Day 9: Cannes									
9:00a - 10:00a	Class	Dr. Kohn/Strausbaugh	0.5							0.5
10:00a - 11:00a	Class	Dr. Evans/Dr. Meng			0.5			0.5		
11:00a - 5:00p	At Cannes Lions festival	Dr. Evans/Dr. Meng		3.0		3.0				
11:00a - 5:00p	At Cannes Lions festival	Dr. Kohn/Strausbaugh						3.0		3.0
Wednesday, June 19, 2024	Day 10: Cannes									
9:00a - 10:00a	Class	Dr. Kohn/Strausbaugh	0.5							0.5
10:00a - 11:00a	Class	Dr. Evans/Dr. Meng			0.5			0.5		
11:00a - 5:00p	At Cannes Lions festival	Dr. Evans/Dr. Meng		3.0		3.0				
11:00a - 5:00p	At Cannes Lions festival	Dr. Kohn/Strausbaugh						3.0		3.0

Thursday, June 20, 2024	Day 11: Cannes									
9:00a - 10:00a	Class	Dr. Kohn/Strasbaugh	0.5							0.5
10:00a - 11:00a	Class	Dr. Evans/Dr. Meng			0.5		0.5			
11:00a - 5:00p	At Cannes Lions festival	Dr. Evans/Dr. Meng		3.0		3.0				
11:00a - 5:00p	At Cannes Lions festival	Dr. Kohn/Strasbaugh						3.0		3.0
Friday, June 21, 2024	Day 12: Cannes									
9:00a - 10:00a	Class	Dr. Kohn/Strasbaugh	0.5							0.5
10:00a - 11:00a	Class	Dr. Evans/Dr. Meng			0.5		0.5			
11:00a - 5:00p	At Cannes Lions festival	Dr. Evans/Dr. Meng		3.0		3.0				
11:00a - 5:00p	At Cannes Lions festival	Dr. Kohn/Strasbaugh						3.0		3.0
Saturday, June 22, 2024	Day 13: Cannes no class Free Weekend									
Sunday, June 23, 2024	Day 14: Cannes no class Free weekend									
Monday, June 24, 2024	Day 15: Cannes									
10:00 - 12:00p	Class	Dr. Kohn	1.0							
10:00 - 12:00p	Class	Dr. Meng			1.0					
1:00 - 3:00p	Class	Dr. Evans					1.0			
1:00 - 3:00p	Class	Dr. Strausbaugh							1.0	
Tuesday, June 25, 2024	Day 16: Cannes									
10:00 - 12:00p	Class	Dr. Kohn	1.0							
10:00 - 12:00p	Class	Dr. Meng			1.0					
1:00 - 3:00p	Class	Dr. Evans					1.0			
1:00 - 3:00p	Class	Dr. Strausbaugh							1.0	
Wednesday, June 26, 2024	Day 17: Cannes									
10:00 - 12:00p	Class	Dr. Kohn	1.0							
10:00 - 12:00p	Class	Dr. Meng			1.0					
1:00 - 3:00p	Class	Dr. Evans					1.0			
1:00 - 3:00p	Class	Dr. Strausbaugh							1.0	
Thursday, June 27, 2024	Day 18: Cannes									
10:00 - 12:00p	Class	Dr. Kohn	1.0							
10:00 - 12:00p	Class	Dr. Meng			1.0					
1:00 - 3:00p	Class	Dr. Evans					1.0			
1:00 - 3:00p	Class	Dr. Strausbaugh							1.0	
Friday, June 28, 2024	Day 19: Cannes									
10:00 - 12:00p	Class and final presentations	Dr. Kohn	1.0							
10:00 - 12:00p	Class and final presentations	Dr. Meng			1.0					
1:00 - 3:00p	Class and final presentations	Dr. Evans					1.0			
1:00 - 3:00p	Class and final presentations	Dr. Strausbaugh							1.0	
Saturday, June 29, 2024	Day 20: Cannes Depart									

Total Hours	Total Lecture Hours	13.5		13.5		13.5		13.5		13.5
	Total Field/ Lab Hours		16.5		16.5		16.5		16.5	16.5

Total Contact Hours	21.75	21.75	21.75	21.75
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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.

For questions, please contact the Office of Curriculum Systems at currsys@uga.edu or 706-542-6358.