

**Short-Term Study Abroad Program Information**

**Please provide the following information:**

|   |  |
|---|--|
| Study Abroad Program Name:  | <b>Grady Cannes Lions Festival</b>         |
| Study Abroad (SABD) Course ID:  | SABD 1089                                  |
| Study Abroad (SABD) Course CRN:   | TBD  |
| Semester Program will be Offered:   | Summer 2025                                |
| Session ( <i>Select Session that most closely aligns with program dates</i> )*: | 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 and jmeng@uga.edu            |
| Program Start Date ( <i>First meeting with enrolled students</i> ):             | 6/9/2025                                   |
| Program End Date ( <i>Last meeting with enrolled students</i> ):                | 6/27/2025                                  |
| Travel Start Date:  | 6/6/2025                                   |
| Travel End Date:  | 6/28/2025                                  |
| 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:               | 6  |
| Anticipated Number of Graduate Students in the Program:                         | 2  |
| Total Number of Credit Hours Taken by Each Graduate Student:                    | 6  |

**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 | 6/9/2025          | 6/27/2025       | 13.5                | 18.5                   | 22.75                 |
| Advertising and Public Relations Study Abroad - Global Advertising and Marketing (section 2)  | ADPR          | 5992/7992     | 1.5          | Lecture       | Kim Landrum         | Advertising and Public Relations | 6/9/2025          | 6/27/2025       | 13.5                | 18.5                   | 22.75                 |
| 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  | 6/9/2025          | 6/27/2025       | 13.5                | 18.5                   | 22.75                 |
| Advertising and Public Relations Study Abroad - Advertising and Campaign Analysis (section 2) | ADPR          | 5992/7992     | 1.5          | Lecture       | Dr. Mike Cacciatore | Advertising and Public Relations | 6/9/2025          | 6/27/2025       | 13.5                | 18.5                   | 22.75                 |

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

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

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

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

**FY25 Academic Information**

**Study Abroad Program Name:** Grady Cannes Lions Festival  
**Study Abroad Course ID:** SABD 1089  
**Program Start and End Dates:** 6/7/2025-6/28/2025

| Instructor          | Course(s) Taught |
|---------------------|------------------|
| Dr. Nathaniel Kohn  | ADPR 5992/7992   |
| Dr. Juan Meng       | ADPR 5992/7992   |
| Dr. Mike Cacciatore | ADPR 5992/7992   |
| Kim Landrum         | 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<br>KOHN |            | ADPR 5992/7992<br>Meng |            | ADPR 5992/7992<br>Cacciatore |            | ADPR 5992/7992<br>Landrum |            |  |     |     |
|                                 |  |   | Lecture                | Field/ Lab | Lecture                | Field/ Lab | Lecture                      | Field/ Lab | Lecture                   | Field/ Lab |  |     |     |
| <b>Spring 2025 - TBD</b>        | <b>Pre-departure</b>                       |   |                        |            |                        |            |                              |            |                           |            |  |     |     |
| 3:00 - 5:00pm                   | Program orientation                        | Dr. Kohn<br>Dr. Meng<br>Dr. Cacciatore<br>Landrum | 0.5                    |            | 0.5                    |            |                              | 0.5        |                           |            |  | 0.5 |     |
| <b>Monday, June 9, 2025</b>     | <b>Day 1: On-site orientation</b>          |   |                        |            |                        |            |                              |            |                           |            |  |     |     |
| 9:00 - 11:00am                  | General In-country Orientation             | Dr. Kohn/Meng/Cacciatore/Landrum                  | 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. Cacciatore                                    |                        |            |                        |            |                              | 1.0        |                           |            |  |     |     |
| 1:00 - 2:00pm                   | Course orientation/introduction            | Landrum   |                        |            |                        |            |                              |            |                           |            |  | 1.0 |     |
| 6:00 - 8:00pm                   | Welcome Dinner                             |   |                        | 0.5        |                        | 0.5        |                              |            | 0.5                       |            |  |     | 0.5 |
| <b>Tuesday, June 10, 2025</b>   | <b>Day 2: Cannes</b>                       |   |                        |            |                        |            |                              |            |                           |            |  |     |     |
| 10:00 - 12:00p                  | Class                                      | Dr. Kohn  | 1.0                    |            |                        |            |                              |            |                           |            |  |     |     |
| 10:00 - 12:00p                  | Class                                      | Dr. Meng  |                        |            | 1.0                    |            |                              |            |                           |            |  |     |     |
| 1:00 - 3:00p                    | Class                                      | Dr. Cacciatore                                    |                        |            |                        |            |                              | 1.0        |                           |            |  |     |     |
| 1:00 - 3:00p                    | Class                                      | Landrum   |                        |            |                        |            |                              |            |                           |            |  | 1.0 |     |
| <b>Wednesday, June 11, 2025</b> | <b>Day 3: Cannes</b>                       |   |                        |            |                        |            |                              |            |                           |            |  |     |     |
| 10:00 - 12:00p                  | Class                                      | Dr. Kohn  | 1.0                    |            |                        |            |                              |            |                           |            |  |     |     |
| 10:00 - 12:00p                  | Class                                      | Dr. Meng  |                        |            | 1.0                    |            |                              |            |                           |            |  |     |     |
| 1:00 - 3:00p                    | Class                                      | Dr. Cacciatore                                    |                        |            |                        |            |                              | 1.0        |                           |            |  |     |     |
| 1:00 - 3:00p                    | Class                                      | Landrum   |                        |            |                        |            |                              |            |                           |            |  | 1.0 |     |
| <b>Thursday, June 12, 2025</b>  | <b>Day 4: Cannes</b>                       |   |                        |            |                        |            |                              |            |                           |            |  |     |     |
| 10:00 - 12:00p                  | Class                                      | Dr. Kohn  | 1.0                    |            |                        |            |                              |            |                           |            |  |     |     |
| 10:00 - 12:00p                  | Class                                      | Dr. Meng  |                        |            | 1.0                    |            |                              |            |                           |            |  |     |     |
| 1:00 - 3:00p                    | Class                                      | Dr. Cacciatore                                    |                        |            |                        |            |                              | 1.0        |                           |            |  |     |     |
| 1:00 - 3:00p                    | Class                                      | Landrum   |                        |            |                        |            |                              |            |                           |            |  | 1.0 |     |
| 3:00 - 5:00p                    | Walking tour of festival                   | Dr. Kohn/Meng/Cacciatore/Landrum                  |                        | 0.5        |                        | 0.5        |                              |            | 0.5                       |            |  |     | 0.5 |
| <b>Friday, June 13, 2025</b>    | <b>Day 5: Cannes</b>                       |   |                        |            |                        |            |                              |            |                           |            |  |     |     |
| 9:00 - 10:00a                   | Class<br>Classes Meeting Together          | Dr. Kohn /Landrum                                 | 1.0                    |            |                        |            |                              |            | 1.0                       |            |  |     |     |
| 10:00 - 11:00a                  | Class                                      | Dr. Cacciatore/Dr. Meng                           |                        |            |                        |            |                              | 1.0        |                           |            |  |     | 1.0 |
| <b>Saturday, June 14, 2025</b>  | <b>Day 6: Cannes - NO CLASS</b>            |   |                        |            |                        |            |                              |            |                           |            |  |     |     |
| <b>Sunday, June 15, 2025</b>    | <b>Day 6: Cannes - NO CLASS</b>            |   |                        |            |                        |            |                              |            |                           |            |  |     |     |
| 9-11am                          | Walking tour to Festival to pick up badges | Dr. Kohn/Meng/Cacciatore/Landrum                  |                        | 2.0        |                        | 2.0        |                              |            | 2.0                       |            |  |     | 2.0 |
| <b>Monday, June 16, 2025</b>    | <b>Day 8: Cannes</b>                       |   |                        |            |                        |            |                              |            |                           |            |  |     |     |
| 9:00a - 10:00a                  | Class                                      | Dr. Kohn /Landrum                                 | 0.5                    |            |                        |            |                              |            |                           |            |  | 0.5 |     |
| 10:00a - 11:00a                 | Class                                      | Dr. Cacciatore/Dr. Meng                           |                        |            |                        | 0.5        |                              |            | 0.5                       |            |  |     |     |
| 11:00a - 5:00p                  | At Cannes Lions festival                   | Dr. Cacciatore/Dr. Meng                           |                        | 3.0        |                        | 3.0        |                              |            |                           |            |  |     |     |
| 11:00a - 5:00p                  | At Cannes Lions festival                   | Dr. Kohn / Landrum                                |                        |            |                        |            |                              |            | 3.0                       |            |  |     | 3.0 |
| <b>Tuesday, June 17, 2025</b>   | <b>Day 9: Cannes</b>                       |   |                        |            |                        |            |                              |            |                           |            |  |     |     |
| 9:00a - 10:00a                  | Class                                      | Dr. Kohn /Landrum                                 | 0.5                    |            |                        |            |                              |            |                           |            |  | 0.5 |     |
| 10:00a - 11:00a                 | Class                                      | Dr. Cacciatore/Dr. Meng                           |                        |            |                        | 0.5        |                              |            | 0.5                       |            |  |     |     |
| 11:00a - 5:00p                  | At Cannes Lions festival                   | Dr. Cacciatore/Dr. Meng                           |                        | 3.0        |                        | 3.0        |                              |            |                           |            |  |     |     |
| 11:00a - 5:00p                  | At Cannes Lions festival                   | Dr. Kohn / Landrum                                |                        |            |                        |            |                              |            | 3.0                       |            |  |     | 3.0 |
| <b>Wednesday, June 18, 2025</b> | <b>Day 10: Cannes</b>                      |   |                        |            |                        |            |                              |            |                           |            |  |     |     |
| 9:00a - 10:00a                  | Class                                      | Dr. Kohn /Landrum                                 | 0.5                    |            |                        |            |                              |            |                           |            |  | 0.5 |     |
| 10:00a - 11:00a                 | Class                                      | Dr. Cacciatore/Dr. Meng                           |                        |            |                        | 0.5        |                              |            | 0.5                       |            |  |     |     |
| 11:00a - 5:00p                  | At Cannes Lions festival                   | Dr. Cacciatore/Dr. Meng                           |                        | 3.0        |                        | 3.0        |                              |            |                           |            |  |     |     |
| 11:00a - 5:00p                  | At Cannes Lions festival                   | Dr. Kohn / Landrum                                |                        |            |                        |            |                              |            | 3.0                       |            |  |     | 3.0 |

|   |                               |                         |     |     |     |     |     |     |     |     |
|---|-------------------------------|-------------------------|-----|-----|-----|-----|-----|-----|-----|-----|
| <b>Thursday, June 19, 2025</b>              |                               |                         |     |     |     |     |     |     |     |     |
| <b>Day 11: Cannes</b>                       |                               |                         |     |     |     |     |     |     |     |     |
| 9:00a - 10:00a                              | Class                         | Dr. Kohn /Landrum       | 0.5 |     |     |     |     |     |     | 0.5 |
| 10:00a - 11:00a                             | Class                         | Dr. Cacciatore/Dr. Meng |     |     | 0.5 |     | 0.5 |     |     |     |
| 11:00a - 5:00p                              | At Cannes Lions festival      | Dr. Cacciatore/Dr. Meng |     | 3.0 |     | 3.0 |     |     |     |     |
| 11:00a - 5:00p                              | At Cannes Lions festival      | Dr. Kohn / Landrum      |     |     |     |     |     | 3.0 |     | 3.0 |
| <b>Friday, June 20, 2025</b>                |                               |                         |     |     |     |     |     |     |     |     |
| <b>Day 12: Cannes</b>                       |                               |                         |     |     |     |     |     |     |     |     |
| 9:00a - 10:00a                              | Class                         | Dr. Kohn /Landrum       | 0.5 |     |     |     |     |     |     | 0.5 |
| 10:00a - 11:00a                             | Class                         | Dr. Cacciatore/Dr. Meng |     |     | 0.5 |     | 0.5 |     |     |     |
| 11:00a - 5:00p                              | At Cannes Lions festival      | Dr. Cacciatore/Dr. Meng |     | 3.0 |     | 3.0 |     |     |     |     |
| 11:00a - 5:00p                              | At Cannes Lions festival      | Dr. Kohn / Landrum      |     |     |     |     |     | 3.0 |     | 3.0 |
| <b>Saturday, June 21, 2025</b>              |                               |                         |     |     |     |     |     |     |     |     |
| <b>Day 13: Cannes no class Free Weekend</b> |                               |                         |     |     |     |     |     |     |     |     |
| <b>Sunday, June 22, 2025</b>                |                               |                         |     |     |     |     |     |     |     |     |
| <b>Day 14: Cannes no class Free weekend</b> |                               |                         |     |     |     |     |     |     |     |     |
| <b>Monday, June 23, 2025</b>                |                               |                         |     |     |     |     |     |     |     |     |
| <b>Day 15: Cannes</b>                       |                               |                         |     |     |     |     |     |     |     |     |
| 10:00 - 12:00p                              | Class                         | Dr. Kohn                | 1.0 |     |     |     |     |     |     |     |
| 10:00 - 12:00p                              | Class                         | Dr. Meng                |     |     | 1.0 |     |     |     |     |     |
| 1:00 - 3:00p                                | Class                         | Dr. Cacciatore          |     |     |     |     | 1.0 |     |     |     |
| 1:00 - 3:00p                                | Class                         | Landrum                 |     |     |     |     |     |     | 1.0 |     |
| <b>Tuesday, June 24, 2025</b>               |                               |                         |     |     |     |     |     |     |     |     |
| <b>Day 16: Cannes</b>                       |                               |                         |     |     |     |     |     |     |     |     |
| 10:00 - 12:00p                              | Class                         | Dr. Kohn                | 1.0 |     |     |     |     |     |     |     |
| 10:00 - 12:00p                              | Class                         | Dr. Meng                |     |     | 1.0 |     |     |     |     |     |
| 1:00 - 3:00p                                | Class                         | Dr. Cacciatore          |     |     |     |     | 1.0 |     |     |     |
| 1:00 - 3:00p                                | Class                         | Landrum                 |     |     |     |     |     |     | 1.0 |     |
| <b>Wednesday, June 25, 2025</b>             |                               |                         |     |     |     |     |     |     |     |     |
| <b>Day 17: Cannes</b>                       |                               |                         |     |     |     |     |     |     |     |     |
| 10:00 - 12:00p                              | Class                         | Dr. Kohn                | 1.0 |     |     |     |     |     |     |     |
| 10:00 - 12:00p                              | Class                         | Dr. Meng                |     |     | 1.0 |     |     |     |     |     |
| 1:00 - 3:00p                                | Class                         | Dr. Cacciatore          |     |     |     |     | 1.0 |     |     |     |
| 1:00 - 3:00p                                | Class                         | Landrum                 |     |     |     |     |     |     | 1.0 |     |
| <b>Thursday, June 26, 2025</b>              |                               |                         |     |     |     |     |     |     |     |     |
| <b>Day 18: Cannes</b>                       |                               |                         |     |     |     |     |     |     |     |     |
| 10:00 - 12:00p                              | Class                         | Dr. Kohn                | 1.0 |     |     |     |     |     |     |     |
| 10:00 - 12:00p                              | Class                         | Dr. Meng                |     |     | 1.0 |     |     |     |     |     |
| 1:00 - 3:00p                                | Class                         | Dr. Cacciatore          |     |     |     |     | 1.0 |     |     |     |
| 1:00 - 3:00p                                | Class                         | Landrum                 |     |     |     |     |     |     | 1.0 |     |
| <b>Friday, June 27, 2025</b>                |                               |                         |     |     |     |     |     |     |     |     |
| <b>Day 19: Cannes</b>                       |                               |                         |     |     |     |     |     |     |     |     |
| 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. Cacciatore          |     |     |     |     | 1.0 |     |     |     |
| 1:00 - 3:00p                                | Class and final presentations | Landrum                 |     |     |     |     |     |     | 1.0 |     |
| 6:00pm - 8:00pm                             | Closing Dinner                |                         |     | 0.5 |     | 0.5 |     | 0.5 |     | 0.5 |
| <b>Saturday, June 28, 2025</b>              |                               |                         |     |     |     |     |     |     |     |     |
| <b>Day 20: Cannes Depart</b>                |                               |                         |     |     |     |     |     |     |     |     |

|                    |                               |      |      |      |      |      |      |      |      |      |
|--------------------|-------------------------------|------|------|------|------|------|------|------|------|------|
| <b>Total Hours</b> | <b>Total Lecture Hours</b>    | 13.5 |      | 13.5 |      | 13.5 |      | 13.5 |      | 13.5 |
|                    | <b>Total Field/ Lab Hours</b> |      | 18.5 |      | 18.5 |      | 18.5 |      | 18.5 | 18.5 |

|                            |              |              |              |              |
|----------------------------|--------------|--------------|--------------|--------------|
| <b>Total Contact Hours</b> | <b>22.75</b> | <b>22.75</b> | <b>22.75</b> | <b>22.75</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.*

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