

Short-Term Study Abroad Program Information

Please provide the following information:

Study Abroad Program Name: Advertising and Public Relations in Japan
Study Abroad (SABD) Course ID: SABD 1484
Study Abroad (SABD) Course CRN: TBD
Semester Program will be Offered: Maymester 2025
Part of Term (Select Part of Term that most closely aligns with program dates)* : May Session
[Click Here for Part of Term Dates \("Classes Begin" and "Classes End"\)](#)
Program Director/Contact Name: Joseph Watson
Program Director/Contact Phone Number: (202) 297-5959
Program Director/Contact Email Address: joseph.watson@uga.edu
Program Start Date (First meeting with enrolled students): 5/11/2025
Program End Date (Last meeting with enrolled students): 5/31/2025
Travel Start Date: 5/10/2025
Travel End Date: 6/1/2025
Anticipated Number of Total Students Participating in Program: 12
 Anticipated Number of UGA Students: 12
 Anticipated Number of Transient Students: 0
Anticipated Number of Undergraduate Students in the Program: 12
 Total Number of Credit Hours Taken by Each Undergraduate Student: 3
Anticipated Number of Graduate Students in the Program: 0
 Total Number of Credit Hours Taken by Each Graduate Student: 0

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	ADPR	5992	3	Lecture	Joseph Watson	Ad. and Public Relations	5/11/2025	5/31/2025	16	46	39

**Please work with department schedulers and OIE to ensure that all academic courses are scheduled in the same Part of Term 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 csabroad@uga.edu or 706-542-6358.

Academic Itinerary

Study Abroad Program Name: Advertising and Public Relations in Japan
Study Abroad (SABD) Course ID: SABD 1484
Program Start and End Dates: 5/11/25 - 5/31/25
Instructors and Courses Taught:

Instructor	Course(s) Taught
Joseph Watson	ADPR 5992

*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	
			Lecture	Field/ Lab
May 12 - 9-11 am	Lecture 1: Overview of Ad and PR in Japan	Professor Watson	2.0	
May 12 - 11 - 7 pm	Tokyo Tour	Watson and Organizational Staff		8.0
May 13 - 10 - 12 pm	Georgia Dept of Economic Development	Watson and Organizational Staff	2.0	
May 13 - 1 - 3 pm	Lecture 2: Japanese Government and Politics	Professor Watson	2.0	
May 13 - 3 - 5 pm	Tour of Japanese Diet	Watson and Organizational Staff		2.0
May 14 - 1 - 3 pm	APCO	Watson and Organizational Staff	2.0	
May 14 - 6 - 8 pm	Akihabara Night Tour	Professor Watson		2.0
May 15 - 2 - 4 pm	Edelman	Watson and Organizational Staff	2.0	
May 17 - 8 - 6 pm	Visit to Tokyo Disney Sea	Professor Watson		8.0
May 18 - 9 - 12 pm	Visit Senso-ji Temple	Watson and Organizational Staff		
May 19 - 9 - 11 am	Lecture 3: Advertising in Japan	Professor Watson	2.0	
May 19 - 1 - 3 pm	Ad Museum Tokyo	Watson and Organizational Staff		2.0
May 20 - 2 - 4 pm	Dentsu Creative Japan	Watson and Organizational Staff	2.0	
May 21 - 6 - 8 pm	Tour of Shinjuku Neon Advertising	Watson and Organizational Staff		2.0
May 22 - 10 - 12 pm	Lecture 4: History, Culture, and AdPR	Professor Watson	2.0	
May 25 - 1 - 5 pm	Tokyo Dome (Yomiuri Giants Baseball Game)	Professor Watson		4.0
May 26 - 8 - 12 pm	Tour Osaka Castle	Watson and Organizational Staff		2.0
May 26 - 2 - 6 pm	Meiji Naruhodo Factory Museum	Watson and Organizational Staff		4.0
May 27 - 10 - 12 pm	Visit Kinkaku-ji Temple (Golden Pavilion)	Watson and Organizational Staff		2.0
May 27 - 1 - 6 pm	Momofuko Ando Instant Ramen Museum	Watson and Organizational Staff		2.0
May 28 - 8 - 6 pm	Universal Studios Japan	Professor Watson		8.0

Total Hours	Total Lecture Hours	16.0	
	Total Field/ Lab Hours		46.0

Total Contact Hours	39
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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.

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