

SUMMER SPRINGBOARD
Look Inward. Go Upward.

Journalism + Digital Communication Infosheet

New student admissions for Summer 2026 are open.

2-Week Course

This is a two-week program where you'll focus on one course for the entire duration.

Program Highlights

- Step into the role of a reporter by finding stories, interviewing sources, and writing in AP style
- Learn the fundamental topics of Marketing by exploring subjects such as branding, consumer behavior, developing campaigns, and the basics of advertising.
- Branding: How to develop, measure, and capitalize on brand equity.
- Pricing: How to set prices that capitalize on value to customer and capture value for the organization.
- Report on deadline at a live simulated press conference

2027 Dates

Barnard

- Session 2: July 18 - July 30

Academic Program Overview

Most people think journalism is about writing the news and marketing is about selling a product. In reality, the two have a lot in common. Every reporter needs readers and every brand needs an audience, and both have to earn attention in a crowded digital world. Doing that well starts with the fundamentals: finding a story worth telling, getting the facts right and knowing exactly who you're trying to reach.

In this course, you'll learn how journalists decide what's newsworthy, interview sources and write and fact-check in AP style. You'll also learn how newsrooms and brands use social media, audience targeting and storytelling to build a loyal following, and how to create a personal brand of your own. Working in teams, students will launch a mini digital news brand, report a story and build a social media campaign to promote it. The course ends with a live simulated press conference, where students write a story on deadline before pitching their news brands.

Excursions

Students will get a behind-the-scenes look at how marketing and media teams work in New York City. Excursions could include a visit to a major tech company like Google, where last year's marketing students met the team behind its campaigns, and a working newsroom or digital media company.

Instructors

Max Kalnitz

Max Kalnitz is an award-winning multimedia journalist and digital communication strategist with more than eight years of experience. His work has been published in national and local outlets, and he pairs a strong editorial background with expertise in brand strategy, audience development and short-form video. Max has built social channels on TikTok, Instagram, LinkedIn and YouTube from scratch, generating hundreds of millions of organic views and measurable sales growth.

Max has led international teams of content creators and provided creative direction for major campaigns such as Prime Day, Black Friday and holiday launches, partnering with brands including Walmart, Target, Peanuts, HelloFresh and Trader Joe's. Max created Summer Springboard's Journalism curriculum and taught Digital Marketing in 2026.

Tuition Information:

Apply by November 30 to lock in the lowest prices of the year. Tuition increases on December 1.

Residential Students:

- **Includes:** all meals, lodging, excursions, academic course, weekend excursions
- **Excludes**: optional airport pickup and drop off service (available for an additional fee)
- **Price**: $5,998

Commuter Students:

- **Includes:** lunch, academic course, excursions, programming from 9am to 6pm, Monday-Friday
- **Excludes:** lodging, breakfast, dinner, weekend excursions
  - Weekend excursions can be added on for $125 per day
- **Price**: $3,298

Supplements:

- **Application fee**: Starting at $99 (mandatory, non-refundable)
- **Tuition Protection Plan**: Allows for cancellation for any reason up until the day of the program. Click here for more info.

Course Structure

There are nine 3-hour class sessions over the two-week course. During week one, students have class from 9am-12pm Monday - Friday. During week two, students have class from 9am-12pm Monday through Thursday. Afternoons in both weeks are dedicated to students' preferred College Readiness Workshops (CRW), True You, and Academics in Action, with Academics in Action including academic excursions, guest speakers, and course-related activities, such as an instructor-led project or student-led, independent study.

Typical Schedule

8AM	Breakfast
9AM	Academic Course / Commuter Student Arrival
12PM	Lunch
1:30PM	Academics in Action or Recreational Activity
3:30PM	CRWs, True You, or Academics in Action
5-5:15PM	Commuter Student Departure
6PM	Dinner
7PM	Clubs
10:30PM	Night Checks

Schedule above is a sampler; real schedules may vary based on program and academic track.

More info on Airport Transfer

More info on Unaccompanied Minor Service

Apply Now!

Summer Springboard programs are not run by our campus partners (with the exception of Cal Poly and NYSID which are run in partnership with SSB). Universities and their affiliated departments and partners do not control and are not responsible or liable in any manner for any part of the Summer Springboard program.

summerspringboard.com (858) 780-5660 info@summerspringboard.com